

VARIETY

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56. PAGES

RESORTS' 10,000 ACTORS

Par Financiers Considering Getting Sid Kent Back with That Company

Financial powers within Paramount are considering making a bid for the services of Sid Kent. Not having yet renewed his deal with Chase-Fox, Kent, now president of Fox, is free to consider the Paramount proposition. Paramount proposal, it is believed, will be a big minimum salary and percentage over a term of years.

It is fairly certain that Kent has no inclination to rejoin Paramount under the present management set-up. When accepting the original offer from Chase Bank to head the Fox company, Kent insisted upon a free hand.

Fox Film under Kent has emerged in one year from a \$15,000,000 loser to a profitable firm. Fox's affairs at Chase are controlled mostly through Herman Place and E. R. Tinker, Chase officials. Tinker was Kent's predecessor as head of Fox.

Concerning the Par trustees, it is known that only Eugene W. Lease of the trio may remain after reorganization takes place. He is a lawyer by profession. Charles E. Richardson has no inclination to fulfill other than what his present job calls for, as he is known to have long desired to take up certain private business, eve before going to Paramount. Neither does Charles D. Hilles aim to remain after reorganization.

The bankers' idea seems to be Adolph Zukor, Sid Kent, George Schaefer and S. A. Lynch as the desired foundation.

Roxy Pulls an Eva Le Gallienne; Pans Crix And Audience in Mpls.

Minneapolis, May 21.

S. L. Rothafel (Roxy) stirred up some excitement here, his former home town, during the week's engagement of himself and his Gang at the Minnesota theatre. Besides ripping into the newspaper critics, who weren't too kind, he added himself to the list of stage celebrities who have vexed local citizenry on the occasion of public appearances by speaking of the town or its residents in uncomplimentary terms.

Roxy's overt act was to pan, from the Minnesota stage during a performance, a lengthy poem written in his honor and read as part of a ceremony making him an honorary member of local Shrine temple. After the conclusion of the reading of the poem by its author, Roxy, replying, said it was 'jousy' as a piece of poetry but that he appreciated the 'sentiment' behind it.

Theatre did around \$19,000, good, on Roxy's week.

Royal Crasher

London, May 12. King of Siam and his retinue of six crashed Metro's Empire, where "Viva Villa" is in its pre-release.

His Highness claimed immunity from paying on account of being an exhibitor himself. He is the owner of a picture theatre in Singapore.

SOCIETY'S YEN FOR SPICY DISCS

The smarter phonograph shops in the fashionable east side sectors of New York have built up a sizeable private recording business. It's either with hyper-sophisticated artists who are not known to the general public, but who enjoy a vogue among patrons of the smart cafes, or sometimes it's an ambitious socialite who likes to have her voice or pianolonging recorded.

The retail music shops are equipped to make regular phonograph recordings of these types of artists and sell around 2,000 disks to a limited class patronage at \$1 a copy. It's imprinted with a special label and, since the class artist or the amateur talent performs chiefly for the glory, the margin of profit is obviously wide.

Delving into this type of class recording discloses that there are a half dozen to a dozen little-known artists who enjoy a decidedly firm hold on their limited class patronage to the degree that their disks sell at \$1 each, as against the top-notch 10-inch recordings at 75¢. The compositions are usually unpublished, often spicy ditties, chiefly of the vocalists' own creation.

Dillinger's Double

Minneapolis, May 21. Ralph Alsmann, Brookville, Ind., has been able to capitalize a resemblance to John Dillinger, the bandit, by getting night club engagements. Local loop night clubs are featuring him as "Dillinger's Double." Signs in front of club state "Dillinger Is Appearing Here," then in small type, "in person of his double."

Stunt was to get Alsmann arrested on suspicion that he's Dillinger and thus crash the newspapers. It worked here.

SUMMER TALENT BULL MARKET

New High of 1,200 Eastern Spots Going in for 'Life of the Party's Staff'—Attracting Many Standard Acts—Chorus Lines First Time—Legal Booze Angle Figures Big

AND GIGOLOS

Everything in the entertainment line from gigolos to union picture operators will be included in the social staff personnel of eastern hotels, resorts and camps this summer. It is estimated that 1,200 spots will maintain resident social staffs and that 10,000 individuals will be employed for the specific purpose of keeping the paying guests in a paying mood.

For the first time since the advent of the "Life of the Party" racket six years ago, chorus girls are being booked. About 25 of the largest spots in the east will employ permanent lines ranging from six to 10 girls, plus a dance director to change the routines weekly.

The complete social staff will consist of social directors (m.c.'s), stage hands, electricians, scenic artists, wardrobe women, costumers, stage directors and coaches, musical directors, one or more dance orchestras (swanker spots also have Argentine tango bands), soubrettes, blues singers, mammy singers, gigolos, dramatic actors, sister

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NOT ENOUGH HILLBILLIES?

Crazy Water Crystals Seeks To Uncover More 'Talent'

Charlotte, N. C., May 21. Crazy Water Crystal Co. of Charlotte, which does the distributing of the product for the two Carolinas, has embarked on an idea for building up its own talent supply. With the intention of making the account's two-and-a-half-hour Saturday night barn dance over KBT the tryout ground for hillbilly bands, the CWC distributor in that territory has retained Fisher Henley, manager of the North Carolina Hillbillies Association, to organize and whip the units into shape.

Best of Henley's crop will be assigned to regular spots on the WBT marathon and the residue will be offered around to Crazy Water branches in surrounding territories. An office has been set outside in the Mayfair hotel for Henley's use in building and booking his hillbilly combinations.

Entire Equity Membership Could Be Used in National Free Shows

With Emphasis

Washington, May 21. Objectionable feature of Government admissions tax was brought home sharply to members of Congress last week when the Ringling show attracted nearly all of the nation's legislators here.

Handing out ducats to prominent officials, John Kelly, Ringling general manager, made certain that members of Congress responsible for tax laws were on the free list. But he emphasized the importance of the 10% tax by writing on the back of these pasteboards: "Be sure this guy pays the tax."

HEALTH FORCES SCHILLER OUT OF LOEW'S

The future status of Col. Edward A. Schiller, general manager of Loew's, Inc., has the other heads preparing for the circuit's first important executive personnel shift in years. Schiller last week departed for the Coast under doctor's orders, and from there goes to Hawaii. There is no date for his return to active participation in Loew's theatre operation.

Unofficially but actually stepping up into Schiller's post as the theatre general manager is Joseph Vogel. He has been shouldering Schiller's duties since the latter went to Florida for his health last winter. Understanding within the organization is that Vogel's successor will be Marvin Schenck, moving over from the vaudeville department of which he is booking head under J. H. Lubin. Sidney Piermont, Loew booker, is expected in turn to re-

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Golf Pro's Fright

Philadelphia, May 21.

Leo Diegel, golf pro at the Philly Philmont Country Club, set for a commercial show via WCAU commencing Friday (26). Program bankrolled by Silver King ball through the John Wanamaker store.

Mike as flustered Diegel during audition that he was ready to give up in disgust. Acting on the principle of giving taffy to a baby, the studio supplied the pro with golf club to juggle while he spoke his piece. Everything was okay from them on.

Decision on expansion of the Civil Works Administration's drama project into the most comprehensive emergency employment project in the history of show business, is awaited from Washington. Plan is to provide diversion in the 1,750 Civilian Concentration Camps throughout the country.

Project would entail federal expenditure as high as \$1,500,000. Estimated that 200 troupes or companies would be required if the full program is carried out. With each unit or company averaging 12 players, were the CWA-CCC plan to be attempted, total would amount to virtually the entire paid-up membership of Equity.

That in itself would entail an employment or engagement problem. No Equity restrictions, however, apply to the CWA shows and unaffiliated players from other fields would be acceptable. There are, too, many legit actors who are outside of Equity because unable to pay dues, but eligible for CWA casts.

As a starting schedule which will blanket a considerable portion of the country, CWA heads in New York suggest the formation of 100 companies, carrying a weekly budget of \$3,800. It is expected that the usual red tape will be avoided and the camp diversion expansion be speeded because of oncoming summer.

Proposed to form 40 companies in New York, 30 in Chicago, 15 in Los Angeles and 15 in San Francisco. Players are to receive \$24 weekly, with a director accompanying each troupe, he to be paid \$30 weekly.

Likely the CCC heads will not (Continued on page 25)

World's Largest Sidewalk Cafe Planned for N. Y.

World's largest sidewalk cafe—the Cafe de la Paix of Broadway—is planned to open the end of June on Broadway, between 52d and 53d streets, on a 125-foot frontage and backling into Sixth avenue.

It's a part of a gigantic sunken gardens, sidewalk cafe and one-flight-up, literary, which Ben H. Überholz, veteran cafe man, is working on. Überholz was previously owner of the old Reisenbacher's and one of the founders of the Hollywood restaurant. Site is at 1689 Broadway and covers seven Broadway front stories for the sidewalk cafe venture.

Hotel St. Moritz, on Central Park South, today ("Tuesday") formally opens its Cafe de la Paix sidewalk spot, patterned after the famous Parisian cafe, with a no-tipping service (instead 10% of the check is added for service).

Massachusetts Legislature Votes News Equality to Yankee Web

Boston, May 21.

Marking a clear-cut victory for the Yankee Network News Service in its controversy with newspaper representatives at the Massachusetts State House, the Joint Committee on Rules of the House and Senate Thursday (May 18) adopted a resolution introduced on April 30 by Rep. Craven of Boston which gives the radio news service

footing with the press in the matter of gathering news at the State Capitol. The passing of this resolution eliminated the last stumbling block of the web's service, which during the last two months has had many.

Fight was precipitated when the State House Press Association voted to exclude the Yankee web's representative from the use of the press room at the State House. Editor-in-Chief Dick Grant immediately went on the air asking for public support of his campaign to give listeners full news coverage by radio, and the support was quickly forthcoming. Rep. Craven filed his resolution as a result of the public clamor, and the public hearing before the Joint Rules Committee drew a record crowd.

Supporters of the Yankee network took the position that news is public property, and that since the State House Press Room is supported by the public it should be open to any legitimate newsgathering organization serving the public. Opposition from newspapermen was chiefly on the ground that it doesn't take the same type of facilities to gather news for radio as for the press, but the argument was not impressive.

Young, Rubicam Use Southern Local Talent

Fletcher's Castoria is supplementing its Wednesday night show, starring Albert Spalding, over CBS with a local campaign in the southern area. In all instances local talent will be used.

Programs to date have been contracted for on WSB, Atlanta; WSC, Charleston, S. C., and WJAX, Jacksonville, Fla. On the latter two outlets it's two quarter-hour sessions a week for 13 weeks, while the Atlanta station is set for a Thursday night half-hour show over a period of 23 weeks.

Young and Rubicam is the agency.

BAR WCAU SPECIAL ELECTION RETURNS

Philadelphia, May 21.

Press-Radio Bureau nixed WCAU's attempt to air the Philly election returns from the Morning Record. Contact had been made by Leon Levy with J. David Stern's local sheet for news service from the paper, but sheet hesitated for the Bureau's okay, which wasn't forthcoming.

Station handled returns as a commercial hour show and snared news by setting up a direct wire in the Democratic headquarters, while one or two other sheets in Philly furnished returns on the Republican side on the q.t.

It is expected that the difficulties which arose out of Tuesday's election radio broadcast may culminate in some arrangement by WCAU for news facilities.

MILLS BROS. PROLONG STAY

Mills Bros., who left for the other side April 28, have had their bookings in Europe extended to August 1.

Original deal was for four weeks, which would have wound up the team's stay June 2.

Reversing Greeley

San Francisco, May 21.

Four Coast defenders have left for New York and Radio City, leaving the local NBC headquarters in favor of berths back there. It's an outgrowth of invitations extended at one time or another by M. H. Aylesworth and Richard C. Patterson Jr., of the network.

Nelson Case bowed out of the announcing staff this week to pack his wife and two youngsters off to the big town. He's succeeded by Harlan McCoy. M. O. Smith and Ernest Wilmhurst have transferred from the Coast technical department to that of the network in New York. Fourth, also technician, Jerry Williams, left several weeks ago.

OPPOSE CHANGE IN ENGINEER SCALE

Washington, May 21.

Further changes in wage and hour provisions of broadcast code relating to studio engineers were proposed last week by Radio Broadcast Code Authority by a vote of 6 to 2. Supplemental report discloses working conditions of technicians was filed with NRA, completing study of this question ordered by President Roosevelt and Gen. Hugh Johnson.

Recalling that their previous report showed 11.9% gain in number of technicians, 9.8% cut in hours and 21.1% jump in payrolls, codists concluded:

"Since (1), the effect of the code has been to materially increase the employment of broadcast technicians, to materially shorten their hours and increase their pay; (2) the full effect of this increase was not disclosed in the report, but has been augmented by subsequent adjustments; (3) the industry is now employing more technicians at greater aggregate salaries than ever before in the industry's history.

"And since any further reduction in the hours of labor or any increase in the minimum wages paid broadcast technicians, in the opinion of the Code Authority, will oppress and may eliminate small radio broadcasting enterprises and will tend to promote monopolies, we recommend that no changes be made in the wage and hour provisions of the code."

This conclusion was approved by John Sheppard, 3d, John Elmer, James W. Baldwin, Isaac Z. Buckwalter, M. R. Runyon and Frank M. Russell, and opposed by Edward N. Nockels and Marion H. Hedges, with

NBC Returns to Band Booking

Better Outlook and Profits Taken by CBS Prompt Dept. Revival

NBC is returning to the band booking business. According to plans currently under discussion the network will within the next two months set up in the artists' bureau a separate staff devoted to the selling and booking of dance combos.

Motivating the web in its resumption of a sideline that it dropped almost two years ago are two factors. One is its belief that the improvement in general conditions has immeasurably bettered the money outlook for bands, with the result that they can be sold at prices broad enough to bring NBC sizeable commissions. Other persuasive element has to do with the report that the Columbia Artists' Bureau has, for the first four months of 1934 brought that network over \$100,000 net profit from its band placement business.

Seth Parker Will Shoot A South Seas Film

Philippe Lord, better known as Seth Parker, is scheduled to star in another picture, *Destination Unknown*, to be made in the West Indies. Lord is in Caribbean waters aboard his schooner on a proposed round-the-world trip.

Arcturus Pictures is mentioned as the producer. Herrick Herrick as director and Alice Wessler as leading woman of the proposed film. Three years ago, Lord starred in a feature for Radio Pictures, NBC affiliate.

KOTEX'S RIVAL TRYING RADIO

Modess is due to make its bow on the air within the next month, using local talent in several spots already selected for a series of 15-minute programs. In each case a registered nurse will be engaged to do the reading of the plug.

Programs will be so scheduled in the morning that they will get the housewife listener after the men in the family have gone out to work and the kids dispatched to school. Account may later on extend its campaign to recorded affairs.

Kotex, rival product, has unsuccessfully been trying to find a satisfactory program idea for years.

LOWE SHELL'S AGAIN

Hollywood, May 21.

Edmund Lowe goes back on the Coast NBC Shell Show tonight (21) in the feature spot.

"He'll have the lead in a one-acter, 'Private Jones,' written by Richard Schayer, which was once a play and then pictured.

Alfred J. McCosker and James Kieran absent.

Outlining detailed nature of duties and responsibilities of six different categories of engineers, codists discussed in question-and-answer form the qualifications required, and work of chain and station technicians, concluding that the present system of licensing is inadequate and that the present license grading system could not be used as a basis for regrouping broadcast engineers for code purposes and wage classifications.

This portion of the report was

by Shepard, Runyon and Buckwalter in two minority reports,

which pointed out that no exhaust-

ive survey was conducted along these lines. Shepard and Runyon

observed that the conclusions are

directly in conflict with existing

conditions, classifications are inac-

curate, qualifications listed are

erroneous, report lacks clarity, is

misleading, and has been hurriedly

compiled, while Buckwalter said

that report should be submitted as

statement by Baldwin rather than

views of whole C.A. All three agreed

with majority, however, that under

existing conditions it is impossible

to adopt practical classifications ac-

curately describing duties and re-

sponsibilities of engineers.

Inside Stuff—Radio

Last week's issue of *Variety* included a special section dedicated to Rudy Vallee as 'An American Institution.' It was an unusual section for this or any other paper.

Such a gesture within a trade, business or profession speaks for itself. So far as *Tin Pan Alley* is concerned, its appreciation to Vallee is offset by Vallee's self-acknowledged and oft-repeated statement that if it weren't for the music men's songs he would be without a source of income. It is this manifestation of respect and regard by a performer for the services rendered him by the song-makers which makes sincere the *Tin Pan Alley* salute. And as significant were the sundry others who collaborated—the artists, tradesmen, NBC network, songwriters, instrument makers, et al.

Vallee's survival, in lieu of radio's element of speedy demise, brought about the professional salvo to Vallee as 'An American Institution.' Various reasons are quoted within the trade for this but the one which carries the most weight, and seems more logical than the others, points to headwork.

... It has been some time since Vallee has forced himself down front on his broadcasts and the inauguration of his variety hour, in which he has stayed behind rather than in front of the program, has unquestionably had much to do with sustaining his position. Both the implied modesty of this deportment and the graciously with which Vallee introduces his co-workers or his songs, and the fact, not only strikes a responsive chord generally, but with show people in particular. And the latter group has never been easy to convince on professional generosity gestures before an audience. They're always looking for the 'catch' but there doesn't seem to be any in Vallee's case. It's merely something he has worked out for himself in a highly competitive field, apparently enjoys doing it and it comes under the head of something business men recognise as 'good will.'

Crosby Gaige's Radio theatre, which had primed for the Broadway theatre on 53d street and Broadway, N. Y., hasn't as yet materialized. It may although it hasn't gotten beyond the estimating stage.

Gaige's idea is the last word in a mating of commercial radio and the visible audience. It's primed for a grind, with the theatre rostrum as a visible broadcast studio to feed into all stations, depending on which picks up the program. Thus there would be a permanent installation at all stations into the Broadway theatre.

The technical estimates given Gaige for the Broadway proved that the new 'directional mikes' would circumvent any necessity for a glass curtain or difficulties in pickups, sans audience noises, since these sensitive mikes can be switched to pick up only what they are directed at, hence the name, 'directional microphones.'

Gaige planned the Radio theatre as a constant feeding source for any and all types of radio stations. Thus in the afternoons, to plug the waits, high school orchestras, amateur reporters, songpluggers and the like, who comprise the type of talent which feeds the lesser stations in N. Y. They could be picked up from his theatre. Ditto the big programs.

Gaige planned to charge an admission fee for these visible broadcasts. He also wanted each major commercial program utilizing his Radio theatre to pay him around \$4,000 a month for the facilities, they of course defraying their usual line charges. In return he'd give 'em room for displays of the commodities, possible free sample counters for groceries and new products of that nature, etc. Idea hasn't gotten beyond that.

Radio again cleaned up on Los Angeles' newspapers in the treatment of two big news yarns breaking within a half hour of each other. These were the finding of William F. Geltle, the arrest of his abductors and the discovery of June Robles.

While bulldog editions carried only fragmentary details of the two stories, all local radio stations were able to beat the sheets to the punch with almost complete yarns at 9 and 10 p. m.

KNX, which has been waging an independent fight against the official press air staff and the local papers, was in a particular fine spot with its biggest news period of the day going on at 9 p. m. Unusual was that as the announcer was giving out the details the last of the kidnapers was nabbed, allowing interpolation of the announcement of the capture 'just five minutes ago.'

KNX was tipped to the finding of the Robles child by pre-arranged distance telephone call from Tucson.

Chicago Tribune has been running a series of articles by Arthur Sears Henning, its Washington correspondent, on the Federal Radio Commission. Last week station WGN received a letter from the FRC mentioning a complaint against 'profane' language over WGN as of 10 p. m. May 1. WGN log reveals that James Beck, former Republican solicitor-general, was speaking at that time and that no record of profanity exists.

W. B. McFarlane, vice-president of WGN, in answering the FRC letter, made a general denial of any broadcast profanity. WGN professes no justification over the allegation.

Judgment for \$1,755 against the Adams Broadcasting Service, Inc., was filed last week by the Columbia Phonograph Co. with the New York County clerk. Award followed a suit brought by the recording outfit to collect a bill for transcriptions which it alleged had been due for over two years.

Operating the debtor firm at the time was Jack Adams, who subsequently served as president of the Federal Broadcasting Corp., lessee of WMCA.

Woodbury soap has expressed itself as anxious to recontract Bing Crosby for a minimum of 26 weeks, starting in the early fall, but the warbler prefers to refrain from making a new deal until later in the summer. Meanwhile he will consider the proposition made by a Sunday night food account and also one from a femme accessories manufacturer, for whom it's to be a debut in radio.

Crosby has decided not to come East this summer for nighters and deluxe picture house stands.

Portland, Oregon, employers have turned to radio as a means of informing the public as to labor troubles. With the entire waterfront upset by a strike of longshoremen, the employers' association used two broadcasts over station KEX to win public support. Week before, the Portland bureau of police, in need of 100 men to help keep order along the waterfront, made two announcements over the air, and within a few hours were swamped with applicants.

CBS objects to the airing of the word 'Thy' in connection with the song, 'Love Thy Neighbor,' for fear of evoking a kickback on sacrilegious grounds, while NBC leaves intact in the script of the *Ipana* show of last Wednesday night (16) the following gag:

"Last year our society fed 14,000 birds. We should think good for a one horse town."

New York Herald Tribune has been requested to substantiate an editorial statement that the Democratic administration has made the radio stations of the country 'the spokesman of the New Deal and largely restricted to government propaganda.'

Herald Tribune is regarded as the number one Republican newspaper of America.

NEW AIR BOSSES ON WAY

Allege Last-Minute Deals Made At Less Than Musicians' Cost

Los Angeles, May 21. Threats are being made locally by some stations that they will protest formally to the Federal Radio Commission against rate-cutting of certain stations is stopped.

Alleged cut-rating is in the form of selling broadcast periods for less than the cost of the musicians involved. Offending stations saddled with minimum numbers of musicians prefer to get anything rather than allow the musicians to play entirely at station expense on a sustaining basis. Accordingly and especially at the last minute a policy of 'no offer refused' is assertedly followed.

Naturally under these circumstances card rates are laughable. More serious, however, is the fact that the practice is unquestionably a violation of the radio code.

NBC Adjusts Rate Card To Obviate Technical Infraction of Code

NBC's sales department has discovered that the web's rate card contains something that is contrary to the NRA code for the broadcasting industry. Finding had to do with the policy of selling stations in split groups and networks when the rate card specifically states that the outlets noted are available only as a group. Radio code provides that the terms offered an advertiser shall be in exact accordance with those contained in the broadcaster's rate card.

Realizing that the phrase 'available only as a group' makes all split groups and networks what it terms 'technical violations of the code,' the network has decided to put out on May 26 a new set of cards with the group stipulation eliminated. NBC sales heads at the same time advised their stations that the erasure of this clause is not to be taken as a move on the part of the web to ease up the strictures against split networks or groups.

WBAL CHASING BIZ IN DEADLY EARNEST

Baltimore, May 21. WBAL, 10,000-watt, is going for the first time in its existence, decidedly commercial. Is stepping out and scrambling for accounts.

Owned by the Consolidated Gas & Electric Co., station has recently been incorporated as a separate entity. After a string of losing years, biz peaked last annum and the ledgers sported a faint stain of black. Current year looks to stamp the blackness much more deeply. Local card rates has been lopped \$6 per hour, from \$300 to \$240, but that figure is still tops for the town.

Oddly, the power company never used the station as a self-exploitive medium and the parent never received billing of any sort that would identify station as an affiliate.

Rice, Henshaw on Tour

Cincinnati, May 21. Jack Rice, pres of the International Radio Club, Miami, Fla., and Don Henshaw, studio director of WIOD, Miami, visited L. B. Wilson and Elmer Dressman, chief and publicity director, respectively, of WCKY, last week and also inspected the new WLW 500,000-watt transmitter plant.

They're whooping up the International Radio Party to be held in St. Petersburg, Fla., in November, while enroute to Toronto, Ont., where Henshaw is to publicize a centennial expo.

NAB Convention

National Association of Broadcasters will convene in Cincinnati for the annual get-together Sept. 17-18-19.

Previously announced dates of Sept. 10-11-12 were altered when it was discovered there were four other conventions carded for Cincinnati at the same time. Broadcasters needed more elbow room.

DOCTORS WANT AIR QUACKS CURBED

Utica, May 21. Radio broadcasting is a serious danger to public health, according to the house of delegates of the Medical Society of the State of New York at its annual convention here.

The organization will instruct its delegates to the American Medical Association's annual meeting in Cleveland to recommend a central national clearing bureau of the medical profession to rule on commercial programs advertising a variety of proprietary household remedies.

Albany, May 21. Distributor of a mineral water crystal (not Cray Crystals) for use in bath sought in vain to have Station WOKY plug the product as curing anything from rheumatism to a corn on the foot.

Talk was finally confined to emphasizing that it was invigorating and healthful.

McClelland's Associate In Third Network Idea Gets NBC Boston Job

John A. Holman has served himself from George E. McClelland's third network project to join NBC as manager of WBZ-WBZA, Boston-Springfield. It's the second time for Holman on the NBC payroll. He was there for a while as manager of WEAF after NBC took that outlet over from the New York Telephone Co. Before coming with McClelland, Holman was for five years with the telephone company's Albany office.

With the installation of Holman the network has revised Walter E. Myers' title: His previous handle read 'New England Sales Representative for NBC.' From now on it's NBC national sales rep for New England.

Boice, Gettinger 0. 0.

Chicago, May 21. H. K. Boice and W. C. Gettinger, sales chieftains of CBS, are headed back to New York after a look-around and a series of conferences in the Detroit and Chicago areas.

It was the first visit of Gettinger, the new CBS sales manager, to the local offices, and his tour was more in the nature of a get-acquainted handshake.

Storer's Siesta

George Storer is in Detroit for a week taking a rest under doctor's orders.

Nothing serious, but with four radio stations to supervise, the broadcaster was going it too hard. Doc put him to bed for a few days.

SENATE GIVES DILL BILL A FAST OKAY

One Dispute Is Over Wagner-Hatfield Amendment — New Clauses on Low Power Stations, License Terms—5 Man Commission

NON-PROFIT SCRAP

Washington, May 21. New form of Government control of radio broadcasting within the next few months became a virtual certainty last week as Senate approved the Dill communications-control bill. House committee sped up consideration of the companion Rayburn measure, and President Roosevelt told Congressional leaders action must be taken on this problem before adjournment occurs.

Dill bill went whooping through the Senate without even the formality of a record vote after less than four hours debate. Equally expeditious action is anticipated in lower branch of legislature some time this week. Bill was okayed almost without change, only controversy of importance centering about the Wagner-Hartfield amendment which was snowed under.

Hearings before House Interstate Commerce Committee progressed rapidly with telegraph and telephone executives occupying witness stand most of the time. Revision of measure is expected nearly this week and Chairman Rayburn hopes to have the two bills in conference by this weekend.

A five-man commission would be created by the Dill bill to assume present radio, control functions of Radio Commission and telephone-telegraph control duties of Interstate Commerce Commission. Basic principles of present radio law are reenacted but sweeping new powers to control, cable, wireless, telegraph, and telephone services are provided.

Rigid safeguards are thrown about the entire communication system to prevent growth of monopolies. The measure directs the new agency to make certain that anti-trust laws are not violated and an amendment offered by Senator Dill prescribes that the commission must distribute broadcast licenses in a way to prevent monopolistic control of the air.

Non-Profit Programs

The fight over statutory allocation of facilities to religious, educational, social, and other non-profit enterprises, provided in the Wagner-Hartfield amendment which called for cancellation of all licenses in 90 days and allotment of 25% of all assignments to this class, was the most intensive controversy. Rejecting the disputed amendment by a count of 42 to 23, the Senate side-tracked the issue by writing into the bill a section requiring the new commission to investigate and report on the proposal to allocate fixed percentages of facilities to particular types or kinds of non-profit programs or persons engaged in non-profit activities. Commission report would be due Feb. 1, 1935.

Scrap over this issue, which threw entire industry into near panic, found Chairman Dill stubbornly resisting the Wagner-Hartfield idea.

Siding with Dill was Senator White (Maine), co-author of present law. Supporting Wagner and Hatfield were Senators Fess (Ohio), and Copeland (New York).

Complaining that under present requirements 98% of broadcast facilities are used by commercial stations, Wagner called on Senators to 'consider that the privilege to use the air is allotted to radio stations without any compensation being paid the Federal Government,' and said 25% allocation 'seems so fair that I cannot understand the opposition to it.'

Leading the opposition, Dill pointed

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Farmers' Strike Leader Not Labeled By WTMJ When Speaker Called Him 'Racketeer' Jury Decides

Congratulatory Rib

Cincinnati, May 21. B. Wilson sent the following ribbing wire to John Clark, WLW impresario, the day the latter station went super-power:

Coming in like a ton of bricks. At first I thought it was WCKY. Congratulations to Cincinnati; one minute from Covington.

(Signed) Wilson,

NBC WILL POP NEW RATES BY JULY

Indications are that NBC will, by the end of July be prepared to announce a revised scale of network rates. Committee, made up of execs from the sales and other divisions, which has been working on the assignment for several months, recently received instructions to expedite its report.

Web is trying to arrive at a general readjustment of linked station prices through scientific methods. Aiding the committee, headed by Roy Witter, v.p. in charge of Eastern sales, has been a staff of mathematicians, statisticians and engineers. New rate setup will be based on population, signal coverage, competition from other outlets in the community or surrounding area, relative station popularity, etc.

In preparation for the revision job NBC last fall had signal surveys of affiliated outlets on both the red and blue link made. Results of these probings have been kept secret within the organization.

Dixie's Vallee Break; 12 Summer Droppees Stay, 7 More Added

Standard Brands will not this summer make the usual retrenchments in the radio budget by eliminating 12 stations in the south from the Rudy Vallee-Fleischmann yeast hookup. Food packer is not only retaining these 12 outlets but seven others spotted in the southeastern region. Lineup boost goes into effect with the May 31 broadcast and given the program altogether 54 stations.

Outlets slated to be taken on are WYCA, Richmond; WPTF, Raleigh; WWNC, Asheville; WIS, Columbia; WIAK, Jacksonville; WFLA or WWSN, Tampa, and WIOD, Miami.

Gene Austin Files

Hollywood, May 21. Gene Austin has filed a petition of voluntary bankruptcy in Federal court, listing liabilities of \$62,449, of which \$55,625 is unsecured claims. Estimated value of his assets at \$26,200.

Elder Michaux' Revivals

Washington, May 21. Elder Michaux, local Negro evangelist, who goes on CBS from Church of God weekly, will take over Philadelphia Arena for series of revivals, May 30 to June 10.

New shows will be picked up from Quaker town.

Milwaukee, May 21.

WTMJ, the Journal station here, was not guilty of libel when Joseph D. Beck, commissioner of agriculture of Wisconsin, called Walter M. Singler, president of the Milk Pool and leader of three milk strikes in the state, a 'racketeer.' Jury in La Crosse circuit court has ruled. Singler sued the radio station and Beck for \$100,000.

Singler's suit was based on a talk by Beck over the station May 15, 1933, during a milk strike, when Beck called on his listeners to treat with care and branded Singler as a 'racketeer' who ran away from the battlefield.

Singler, who drew nation-wide attention within a few weeks, rising from an unknown farmer to leader of the biggest dairy workers' organization in the middle west, was charged during the trial of the case with playing politics by suing.

Milk Pool head has adopted a singular front in his journeys through the state, wearing a five-gallon hat, goatee and mustache, cowboy boots and flowing tie to offset his severely black suit.

Jury, in bringing in a verdict against Singler, announced Beck had made a 'fair comment on the acts of Singler.'

Blackman Agency Grief; NBC Won't Let Account Quit Before Contract

Blackman agency finds itself jammed up with NBC over Hudson-Essex's decision to withdraw the Terraplane show from the red (WEAF) loop the last Saturday night in May (26). Network has advised the account direct that the walkout on the contract won't go. Agreement, signed by the Blackman Co., agency on the account, the web pointed out, doesn't expire until the end of June.

Car manufacturing outfit is going through with its Wednesday night program on the blue (WJZ) string. Contract for this one also expires the end of June.

WGN DAILY BASEBALL CLIENT OFF LOSERS

Chicago, May 21. Walgreen baseball play-by-play accounts on WGN, the Chicago Tribune station, will ride with the winning team of Chicago only. Station, at the instigation of the sponsor, has arranged to concentrate on the Cubs team, and will follow the team around the country instead of dividing time between the Cubs and White Sox for the home games.

With the White Sox in the cellar of the American League the client feels that the team hasn't the news value or interest of the Cubs games, is willing to go the extra coin for wire charges in order to string along with the winner.

However, both the station and the client will keep faith and friendship with the White Sox by not deserting them entirely. Will give the Sox home games five free announcements each day before play ball is called. Not only WGN but the other baseball stations such as WIBEM, figure on picking up the White Sox play-by-plays as soon as the Sox get back into the first division, if and when.

Radio Chatter

New York

Lennen & Mitchell publicity release quotes Dave Friedman, Block & Son's author, to the effect that "time-tried jokes get the biggest laughs."

Billy Rose, husband of Fanny Brice, recently wrote a letter to Billy Rose, announcer-bandleader of WGY, Schenectady, asking the latter to use another name on the air. Understood the "Schenectady" Rose replied he does intend to change his monicker.

Elmer Osterhout, assistant to Asa O. Chappell, program director, and until 1933, piano soloist and accompanist over WGY, finished ten years of service with the station last week and then resigned in order to prepare for her coming marriage to Karl D. Hoffman, chief engineer of the Buffalo Broadcasting Corporation, another member of WGY's technical staff.

Ozzie Nelson played to the society sets during his stay in Washington and the radio columnists didn't like it.

Revelers with their all-day rehearsals in the office between air-drives of P. H. Morris and Philo Carter to something won these NBC execs. Frank Black as the quartet's arranger has it using his layout.

Irving Mills, Duke Ellington and Cab Calloway, manager, is now a Rockwell in George Hall, leaving the Taft in June for a four-week tour of one nighters down South.

Chester Miller tries to make Max Baer's assignment in the Goodrich Tire's script show over NBC a recreation from his fight training chapter.

Joe Cook moves with the Colgate House Party to a Monday night spot June and does his first broadcast for the account from the Coast June 18.

WHAM has received requests for guidance in evening school clinics from 18 states and two provinces in Canada.

Ruth Berentzen and Clare Nowak, WHAM's Mrs. Thrifty Buyer and daughter Pru, have returned from New York where they went by airplane.

Arthur Bagley is in his ninth year of being bright and cheery on the Metropolitan Life's health exercise programs, the first of which hits the air over the NBC-WEEF Eastern network at 6 a.m. Bill Mahoney has been playing the piano for these conditioners six years.

New England

George Reeter, prior to being interviewed on WEEI, Boston, was questioned extensively on the best way to cook trout by four optimistic members of the station's staff, Charlie Burton, Vic Whitman, Ed Gisburne and Phil Baldwin, who wanted to be well prepared for their annual fishing trip to Rangeley Lakes, Maine.

Managers of the five stations comprising the New England net were met in Portland, Me., June 1, and the future was Seabago Lake, June 2 and 3. Object: More accounts and salmon.

Ozzie Nelson and his band with Harriet Hilliard in Boston at River-view Ballroom. Were featured in a half-hour spot over Yankees web.

Ed Philbrick, WEEI controlman, was formerly attached to the Nantucket Lightship, W. W. Perry, of Reading, one of the victims of the crash, was a frequent visitor to the WEEI studios and a buddy of E. B. Ridderup.

John Clark producing a radio dramatization of the movie, "House of Rothschild," over WBZ, Boston.

John Ward, director of WNAC announced and conducted the old Ted and His Gang, just finished climbing the Alps at St. Moritz, Switzerland. He writes that is now headed for Germany.

Ten members of the radio crew of the German delegation, visiting Charleston Navy Yard, paid a visit to the Yankee web studios and the transmitter at Squantum the other day. They were very interested in the American mechanics of broadcasting. While waiting for the crew to be ready, the young representatives were treated to some beer in the officers' mess. The beer served was brewed and bottled in Boston!

Nick Parkyakas, Boston Greek disk jockey, appearing at the Metropolitan for a week.

Idle Hour theatre, Hardwick, Vt., is the latest addition to the group of theatres using WDEV, Waterbury, as an advertising medium.

Still another WGY group, "Ma Frazier's Boarding House," cast, making personal appearances in Vermont.

Alta Almira Products Co., of Burlington is sponsoring a weekly program on WDEV, Waterbury, Vt.

Rexall Magic Hour is new feature from the studios of WDNX, Dur-

ham, N. C., to the University of North Carolina, located 12 miles away at Chapel Hill, for use in originating a number of regularly featured programs at the university.

Figures compiled last week from "Dancing by Request" program over WSOQ, Charlotte, N. C., show that 100 popular tunes, "A Thousand Good Nights," requested 47 times; "Why Do I Dream Those Dreams," requested 32 times, and "She Reminds Me of You," requested 31 times.

J.F.G. "Special" program of the JFG Coffey Company, Knoxville, Tenn., over WVN, Asheville, N. C., uses Pender Rector and his Musical Crew. Listeners also submit jingles to the J.F.G. Jingle Man for weekly prizes in addition to the authors of those jingles best.

Howard Slatkin are appearing on the "Circus of Life" program over WBT, Charlotte, N. C., sponsored by the Carolinas Distributors of General Electric refrigerators. They are billed as the "Queens of the Arena."

They sing half a dozen numbers in a singing program on WSOQ, Charlotte, N. C., is that of the Harry Furniture Company known as "Morning Moods." It is unique in that it uses a woman announcer, Miss Jeanne Gaston.

Ohio

"Tea Leaves and Jade" is the title of a new Sunday night 30-minute sustainer on WLW, Cincinnati. Program dramatizes old Chinese legends under direction of Harry Holcomb.

Another gratis blast on Crook's 500,000-watt, in the bi-weekly broadcast from the University of Cincinnati Glee Club. Hit the air every other Tuesday at 6:15 p.m.

Nebraska

Selma Levin trying a new home-makers hour at WAAW, Omaha.

Edith Butler back at the console of the Orpheum, Omaha, for his request programs after three months' absence.

Frances Floyd Temple back in Omaha on theatre tie-ups after six weeks at WBT and others around Des Moines.

Lyle Gordon and Marguerite Lanson a new romance team clicking on the UFS electric kitchen daily broadcasts.

Town becoming acquainted with CBS favorites with the telephonization of KZB and WBBN filling up those evening hours formerly closed to CBS.

Johnny Gillin at the mike for the broadcast via WOW of the George Olsen band's charity hop at the Cherokee Ballroom for the World War Fund.

Omaha baseball games at Western League park definitely off the air.

John Henry, congressional candidate, getting his work done through secretary, Isabel Dickason.

Alabama

Al Stanley, orchestra leader, back with station WSPA, Montgomery, and local hotel.

Lowell Farrar, started a few weeks ago as an announcer, at WSPA, Montgomery, rated as having clicked.

Walter Graham, Montgomery boy, now connected with station at Co. Lumbia, Ga.

North Carolina

Eleanor and George, "Singing Sweethearts" on WSOQ, Charlotte, signed for new series of commercials for the Lucille Shop.

A. B. Chamberlin, chief engineer for the Columbia Broadcasting Company, returned to New York city for a concluding and intensity survey for WBT, Charlotte.

"Do You Remember?" is the title of a new program series that has been started over WWNC, Asheville, N. C., for the Bon Marché department store. It deals with interesting news happenings in Asheville 20 years ago and also traces the corresponding growth of the store over that period.

"Crazy Water Crystals" has signed for five 15-minute spots a week over WWNC, Asheville, N. C., using various instruments and singing to present a period known as "Souvenirs."

Charlotte, N. C., Rotary club was entertained at its weekly luncheon meeting by the stars from "Rosewood and Ivory" from WBT, Charlotte, in the musical program western, "Maverick Check," George Fraiser, and Peter Martin.

Arrangements have been completed for establishing a special wire from the studios of WDNX, Dur-

ham, N. C., to the University of North Carolina, located 12 miles away at Chapel Hill, for use in originating a number of regularly featured programs at the university.

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Tennessee

John Lewis, baritone, WSM, presenting "Vocal Dauberettes" program, based on negro music of the Reconstruction Period arranged by George A. Miller.

Opening a new series of programs, Lasses White's Minstrel company of 12 girls, will perform on June 26, 200 representatives of Standard Oil of Louisiana. Occasion was marked by the visit of three officials of the company from New York, C. A. Snyder, advertising manager; R. R. Cunningham, sales promotion department, and J. E. McLean, vice-president. The show, this particular season, was presented in the main dining room of the Hermitage hotel.

Beasley Smith's Supertime Review, presented each Tuesday night at 7 o'clock from the studios of WSM, is headed by the Piano Twins, Eddie and Eddie, and is a combination of fast rhythm and late popular numbers, with an array of talent, including the Waller Brothers, Ruth and Rod, WSM's Two R's of Harmony; Claude Sharpe, tenor; John Lewis, baritone; Christine Lamb, soprano; Eddie and Eddie, piano; Bobbie Tucker, pianist; June Moody, blues singer, and the Jam Trio, consisting of Ople Cates, Rod Kent and Bob Casey; David Stone announces the program.

Aaron Campbell Mountaineers are now being presented on WSM, in Nashville, Tenn., every week day morning from 6:30 till 7 o'clock.

Illinois

Harry W. Flannery moves in from WOW in South Bend to take over an announced job at WIND, Gary.

Cowan throwing a press agent party for Anson Weeks' orchestra.

Ralph Waldo Emerson's deserting the WLS organ for a short vacation which takes in the coast territory.

Wayne King and family head to California for their six-week lay-off.

Ed Veyno is champ ping-ponger of the Wrigley building.

Frank Schreiber into hiding until the Golden Gloves tourney is over due to ankle oakley requests.

Dave Nowinski, blasting out continuity down in WIND.

Pacific Northwest

Seattle's Chamber of Commerce grabbed off Al Pearce and His Gang last week when the bunch was playing on the Fifth Avenue theatre for a personal appearance and performance at the Chamber's building. KJR broadcast.

Barney Goodman, KOMO-KJR, Seattle, staff pianist, working standing up after returning from a week's forced vacation due to fall in the bathtub.

KOMO-KJR, Seattle, performers training for their golf tournament among themselves.

Abe Brasheen, KOMO-KJR, Seattle, music director, already boasting that his six-pound daughter, born on Mother's Day, is musical.

Pennsylvania

Stanley Roberts, ex-WCAU warden, with Vincent Travers' band, goes to the show with Fred Waring's new troupe this summer.

Hugh Walton, WCAU wordslinger, lost his shoes.

Maxie Solomon, newly elected WCAU representative.

Enzo Alta, tenor of the CBS Houseband show, due for a spot with the Philadelphia Grand Opera unit next month.

Julie Steebeck in Philly last week to inspect the new WCAU music cravat, and catch new studio director, Jan Savitt, in action.

Swell voice of Diane, warden from the Ice Company's newly distributed

New Radio Control Near

(Continued from page 31)

ed out that from the organization of the Federal Radio Commission until Jan. 1, 1932, only 81 applications were received from educational stations. Added that 32 were granted in full, 27 in part; 10 denied, and 10 dismissed at request of applicants.

Argument was made by Senator Fess that ever since broadcasting has developed, slight attention has been given educational, cultural, and religious matter. Declaring the statutory proposal was "rather antagonistic to my way of thinking," Ohio said that curbing profit element would correct "pollution" of the air.

Objections were voiced by Senator Couzens (Michigan), who pointed out that the amendment offers no yardstick for allocating licenses and does not require stations to broadcast any religious or educational programs at all; and Senator Clark (Missouri), who said that bogus "non-profit" transmitters would spring up under such conditions.

Debate brought out the fact that few commercial broadcasters are realizing profits under present conditions, and Dill contend that size of investment would make it difficult for educational and cultural

discrepancy, causing plenty of comment around the country.

Bob Mack off for a vacation in Bermuda.

Manny Sacks set to handle the National Open Turnney from the Merion course with Ted Husing.

Talk is that the Ritz-Carlton in Philly will become a new nitery with changes in staff going into effect.

Iowa

Wayne Miller again with the technical engineering staff, WOC, WHO, Des Moines.

Bess Caplan added to artist staff, KSO, Des Moines—with Dark Town Strutters and variety.

Hubert Hillbilly quartet added to WOC-WHO barnance, includes Ronald Perkins, Willard Sapp, Chas. Massey and Woody Callahan. Perkins is a cousin of Chic Taylor of the Kentucky Ramblers.

Ray Blair added to the sales staff, KSO, Des Moines.

WOC-WHO's "Four Novelty Aces" going to WLS Barnance.

Bear accounts gaining at KSO—now seven and churched five.

KSO to broadcast dog races and music from White Derby, opening May 18. Al Morey and Rudy Baile.

Babe Didrikson's on air at KSO last week—to be followed by Ralph De Palma—then Sally Rand.

KSO and KWCR have appointed Greig Blair & Spight, Inc., representatives for both stations.

Georgia

Ed Petry, a visitor to WSB, Atlanta, accompanied by Ed Veyno, of Chicago office.

W. Heckman, vice-president of the Welch Grape Juice Co., looks over radio situation at WSB.

Guy Lemmon, of Benton and Bowles, a visitor at WSB, Atlanta, F. A. Mendenburg, of commercial department WHK, took a peek at WSB's stuff.

Hubbell Robinson, of Young and Rubicam, here to supervise opening of Fletcher's Castoria broadcast on WSB.

Maryland

Lou Becker's orb back on ether, this time via WCBM, Baltimore.

Bob Maslin, Jr., back to Baltimore from N. Y. quickies.

WFBF, Baltimore, staff out en masse for Mayfair Gardens opening.

Stewart Kennard has a new gasbuggy.

Jerry Thalheimer, Keith vaude, now a WCBM pianola tune tinker.

WFBF reception quarters through altering process.

Al and Ernie Stanton, currently on Hippo's stage—broadcast over WFBF.

Purnell Gould, WFBF, hoped to Chil for station managers pow-wow called by Ed Petry Agency.

WFBF is priming special 12th anniv. program for June, which will be the NBC red ribbon.

WCBM's "Three Girls in Blue," Georgia feature, are really Emma, Elsie, Alcan Gabel and Elizabeth Palmer.

Beth Turner (Mrs. Bert Hanauer) publicized the Big Burg by NBC for another pipe and.

groups to make use of their opportunities.

Individuals controlling the industry were condemned as shortsighted by Senator Hatfield who said commercial broadcasters should concede "an opportunity to go upon the air and at reasonable hours." Hatfield asserted that "we are the only important country in the world that places control of radio facilities in the hands of those who seek private profit."

New Clauses

A few new features of significance have been included in the revision of the existing radio law but the general theory of the Davis-White act remains foremost in the new legislation.

One of the outstanding novelties is a clause exempting from quota calculations low-power stations to air to give greater facilities to sparsely populated western states. Originally this provision exempted stations of 250 watts. The committee cut the limit to 100 watts and the Senate adopted an amendment leaving the final decision in the hands of the commission.

Limit on terms for which licenses may be granted was cut from three years to one with actual time left in hands of the commission. This provision drew concerted fire from broadcasters who have just succeeded in urging commission to institute a system of year licenses instead of six-month permits.

Ban against foreign ownership of broadcast companies was strengthened to prohibit granting of licenses to 1—any alien or his representative; 2—any foreign government or corporation with more than one-fifth of its stock in the hands of foreign residents or corporations; or 3—any subsidiary corporation controlled by a company with less than 75% of its officers and directors American citizens or more than 25% of its stock foreign-held.

Sections requiring equal treatment for candidates for public office prohibits censorship of material broadcast and discriminatory rates. Licensees may refuse to permit use of his station by all persons for political purposes.

New law specifically bans lotteries, gift enterprises, and other schemes offering prizes dependent on chance and imposes fine of \$1,000 or sentence of one year for each offense of nature.

Changes are made in provisions of present law governing appeals from commission decisions but new law specifies that action of any division of the new agency shall not be appealed to the full commission. Commission orders and decisions may be taken to the local court of appeals, but new feature allows individuals who did not initiate actions which resulted adverse to appeal to three-judge district courts.

The provision banning monopolies was strengthened by the Dill amendment which said that the commission shall distribute licenses so that no single licensee or organization shall exercise domination over broadcast facilities of any community, city, state, or the country by purchase, leasing, chain broadcasting, or other method.

Most sweeping new powers relate to control of telegraph and telephone communications, making enterprises of this sort subject to almost the same sort of supervision as are the railroads. A number of these provisions will benefit broadcasters indirectly.

The new agency has complete authority to approve or reject rate schedules for interstate service of any kind, to force extensions of lines and physical connections with competing carriers, to establish through routes with different scales of charges, to investigate and report to Congress on intercompany relationships, to evaluate companies' properties in order to decide a fair return on investments, to prevent interlocking directorates, to approve small mergers or consolidations.

Provisions banning discriminatory charges, practices, classifications, and services give the commission power to control rates charged for land-wires in connection with network operations. The commission also may compel telephone or telegraph companies to extend their services whenever public necessity requires added facilities.

AGENCIES ASK OWN EVENING

Trade Commission Scans Scripts

Federal Trade (not Radio) Commission has asserted jurisdiction over program continuities for commercial programs. Starting July 1 broadcasters must file copies of sponsored scripts with the Trade Commission.

This is the first important step taken by government authorities to curb objectionable advertising over the air. In cases where the Trade Commission decides any specific program contains advertising claims of untrue or objectionable character the commission will seek a promise from sponsor and broadcaster to desist from the practices or claims in question.

Mounting agitation against certain kinds of radio advertising finally registered in this form. Meanwhile the Tagwell bill also aimed at misrepresentation is still pending.

Radio Commission is specifically denied the right of program censorship by law although in effect it can exercise much influence indirectly. Radio Commission eliminated the unsavory advertising of mentalists, seers, and the more obvious quacks who enjoyed a bonanza in the early years of broadcasting.

There has been some overlapping of Trade and Radio commissions heretofore but this appears to be the most forthright supervision of radio ever attempted by the Trade Commission.

Behind Advertising Clean-Up Is 'Spirit of Friendly Co-operation'

Washington, May 21.

Campaign to raise standards of radio blurb is described by commission as undertaken 'in a spirit of friendly co-operation.' Agency pointed out that, instead of monitoring broadcast programs, it is asking co-operation of stations and voluntary submission of scripts.

Following examination of copy, commission will notify broadcasters of matter considered offensive and ask for help in improving the character of any particular advertising. Efforts will be made to get broadcasters to sign stipulations covering these situations: recalcitrants will be subject to cease-and-desist orders which, if disregarded, will be followed by legal moves to compel obedience to commission mandates.

Exemption is granted individual stations only in the case of network programs, which will be submitted by chain headquarters, and electrical transcriptions, which will be offered for examination by makers. Government postal franks will be supplied to stations and voluntary submission of data.

Warning First

Move is outgrowth of Congressional pressure to force government control without running afoul of rules of censorship. Radio commission has been urged on numerous occasions to undertake crusade of this sort, but has professed inability because of restrictions on its legal powers, although roundabout methods have been used such as were employed to drive Dr. Floyd Brinkley, 'Hello World,' Henderson and others off the air. Trade commission reported to have agreed to take up fight with support of radio commission and large bloc in Congress.

MILWAUKEE EDITORS IN CHICAGO WEEKLY

Chicago, May 21. Milwaukee dailies have started sending their radio editors down to Chicago regularly, all the radio stations making this town's key other spots at least once weekly.

This is due to the competition of the Chicago dailies, particularly the Chicago Daily News and the Tribune, both of which have large circulation in Milwaukee and vicinity. Tribune publishes a regular Milwaukee edition and has a permanent staff in the beehive. Main Chicago stations cover Milwaukee like a blanket.

AGNES AYRES AUDITIONS

Chicago, May 21. Agnes Ayres, picture star of the silent days, auditioned at NBC here last week. Has a script idea.

Lately Miss Ayres has been playing some vaudeville in the mid-west.

Coll P.A.'ng WMCA

Fred Coll is the new publicity head at Station WMCA, New York. Appointment made by George Storer. Coll resigned a combination post at WPEN, Philadelphia, last week and started immediately at WMCA. He was in New York previously.

South African Govt. May Take Over All Radio

Capetown, May 2.

There are strong rumors that the South African government may take over the broadcasting stations at present controlled by African Broadcasting Corporation. It is considered that the present stations at the principal towns only cover a radius of 100 miles from each center to insure clear reception of any station to the listeners in, but the isolated parts of the country outside the limit is in the dark as regards broadcasting. Part of the government scheme will apply to the use of broadcasting education to thousands who live in remote parts of the country where school facilities are nil. Atmospheres play a big part in poor reception to the districts within control of the stations.

Whole matter will be fully discussed when the postmaster general, who is overseas, returns to South Africa at the end of May.

It is rumored that Sir John Reith, director-general of the British Broadcasting Corporation, may be invited by the South African government to come over here to investigate, and advise regarding the idea of taking over and the improving of broadcasting.

Mitzi Green's Agents Lose Suit Against Her

Los Angeles, May 21.

Joe Keno, sued by William Metke, John and Arthur Esberg, agents, in an attempt to recover 10% of the reputed earnings of his daughter, Mitzi Green, in connection with the making of a series of records for World Broadcasting Co., won a decision handed down by Superior Court Judge Pat R. Parker.

Agents brought suit for \$5,000, alleging a contract whereby they were entitled to 10% of the juvenile actress' earnings. They charged Keno had received upwards of \$50,000 for the recordings.

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FAVOR 3-HOUR DOMINATION

Benton and Bowles and Young and Rubicam Lead Move to Build Complete Evening Programs Divided Among Various Sponsors Clearing Through One Agency

IN THE FALL

Judging from maneuvers now going on it won't be uncommon this fall to find a single advertising agency spanning a network's entire evening schedule with a consecutive string of programs coming under that agency's control. This would build an evening's performance like a stage revue. With this stretch of choice time all to itself the agency figures that it will be in a position to frame a bill of diversified entertainment running anywhere from two and a half to three and a half hours and at the same time garner for itself the evening's consistent listener interest.

Two agencies that have disclosed an interest toward the marketing plan are Benton and Bowles and Young and Rubicam. Former agency would like to bring together for a three-hour spread across NBC's red (WEAF) link an evening composed of its Maxwell House Show Boat, Palmolive Beauty Box Theatre and Hour of Smiles (Lehn & Fink). In this combination the agency feels it would present one of the strongest and varied arrays of entertainment on the air and that this amalgamation couldn't help but hold 'em tuned in here for the entire segment of the clock involved.

60 Mins. Is Deluxe

Setup contemplated by Young and Rubicam would knit together the Colgate House Party with Joe Cook, which is likely to go to a full hour, the Beatrice Fairfax show (La France washing powder), and two other programs currently being worked on for fall unveiling.

Indications are that the fall will also see a hefty increase in the percentage of one-hour commercials. The 60-minute show, agency men are now convinced, has the advantage of building up the program's popularity rating, and to back up this opinion they point to the fact that the Chase and Sanborn, the Maxwell House Coffee and the Rudy Valentine-Fleischmann shows have consistently held top rating in that order on the Crossley reports this season.

CAMELS OFF FOR SUMMER

Esty Agency Irked by CBS Direct Approach to Sponsor

Camel drops its twice-weekly obligation on CBS with the June 5 broadcast. Cig packer intends to return to the air shortly after Labor Day, with the program framed around the same band it's now using, Casa Loma.

Complication between Columbia and the agency on the account, William Esty, developed when Hugh Kendall Boice, the network's v.p. in charge of sales, contacted the R. J. Reynolds Co. direct in Winston-Salem, N. C. Without advising the agency of his proposed trip, Boice tried to save the business for the summer by submitting a program composed of CBS talent.

Among the items suggested was a studio combo headed by Freddie Rich.

Session of June 5 will end a 26-week run for Camel's current air setup.

Rolle for White Rock?

B. A. Rolle is set to audition his part for White Rock this week.

Bottler is figuring on NBC as the release for a warm spell run.

2 N. Y. News' Radio Scribes Sue Cantor and Mag Over Story

Enrico, Jr.

Los Angeles, May 21. Counting on Enrico Caruso, Jr., to develop into a radio personality, KFWB announced him under a phonetic name for his first appearance before the microphone. Station officials were afraid he might develop mike fright.

Some of the famous tenor came through and at the next broadcast was billed under his right name.

Two N. Y. Daily News radio commentators, Ben Gross Greenberg, have started two-rate suits for \$50,000 damages each against Eddie Cantor, Radio Guide, Moses L. Annenberg, Moses Koenigberg and Herbert Krancer, the latter three officers of the radio fan weekly. All were served save the comedian, who is now in Hollywood. Cantor's published statements alleged impugning the integrity of the New York radio editors is back of the suit. The interview was published in Radio Guide.

It precipitated sundry squawks from almost every radio editor, all of whom have expressed themselves variously as feeling that Cantor is privileged to his opinions among the radio editorial fraternity, but when he specifically labels himself as being dishonest 'with one exception' it's too much. Some are frankly unconcerned either for reasons of editorial policy (whereas the News is known to be backing up Gross and Greenberg soundly) or because they feel it's another means of giving Cantor publicity which they are loath now to do.

Reid the Exception?

The 'excepted' radio editor has been identified as meaning Louis Reid of the N. Y. American. Cantor is quoted as having so identified him. In radio circles Reid's editorial attitude hasn't been any too favorable to Cantor.

Suit is brought in Kings County Supreme Court to avoid congestion in N. Y. county and as a means to hasten an early trial.

The Cantor vs. N. Y. radio editors imbroglio is nothing new. Cantor has openly charged that the newspapermen and the radio press agents have been working too much hand-in-hand. Cantor's attitude is that the scope of the radio showmanship as applied to merchandizing is too sweeping to be limited to a strictly Lindy's restaurant perspective and has taken exception to the limited Broadway slant on radio reporting.

WGAR, Cleveland, Okays Union Wages but Not Union, Employees Back

Cleveland, May 21. Studio engineers at WGAR who have been striking for higher wage scale have finally returned to the Cleveland station after a deadlock for five months.

Although no new agreement was signed by John F. Patt, station manager, it is reported that he conceded to union engineers' demands for \$46 per week for engineers with one year's experience and graduating up to \$55 for workers of three years' experience.

Despite the settlement WGAR is remaining open shop with two technical non-union men on payroll, besides reserving the right to treat with non-union engineers separately.

Another union strike is imminent at WJAY, where engineers are threatening to walk out unless station comes to terms on a new wage schedule. WJAY may be taken over shortly by WHK, which plans to take it over as an added outlet.

Grunow's Summer Fadde

Chicago, May 21. Grunow refrigerator show slides off the Columbia web next week after a 13-week gallop. Eugene Ormandy, conductor of the Minneapolis symphony, hoofed it for some appearances in the East and a trip to Europe.

Show may return for Grunow in the fall. Show has been an apparent click for the ice-box company, which is reported some 10,000 refrigerators behind on current

'Use Own Judgment' Rule For Football Broadcasts

Lincoln, May 21.

Big Six schools voted unanimously at their annual spring meeting here Friday (18) to allow the decision for radio broadcasting of athletic events to rest with the individual colleges.

Nebraska's coaching staff has been severely criticized for its stand against the broadcasts, but since football supports all the other athletic programs it has to pay.

Last year, the first year of the ether chokeoff, Nebraska's gate picked up better than 35 per cent, which was big factor in the Cornhuskers' standing pat. It is indicated that Kansas U. and Oklahoma U. will not go for the airing of games either.

Missouri, cellar winners for two seasons, has everything to gain and nothing to lose. Kansas Aggies and Iowa State also likely to okay radio.

Odds are about the broadcast situation in that while radio stations thought enough about the games to raise an awful squawk when rights were revoked, none of them has offered a school any money for what seems to be a natural listener program.

Royale, now at WHBC Canton, presenting his Gertie and Elmer characterizations which he released in Cleveland in 1938.

GENERAL MILLS SPORTS PARADE

With Benny Friedman, Jimmy McLearn, Ellsworth Vines, Joe McCarthy, Jack Dempsey, Ed Frane, Gene Sarazen, Mack Donal, Ted Husing, Gustav Hansen, Songsmiths, Betty Crocker, and others. 60 Mins.

COMMERCIAL WABC, New York

About a month prior to this full-hour assembly of champions of the sports world, General Mills, the sports sponsor, gave the public a deluxe broadcast of stellar names of motion pictures, including George Arliss, Ronald Colman, Fredric March, Constance Bennett, Rupert Hughes, et al. Two programs had the same motivation, although entirely different. One was by the marshalling of big names to command a tremendous audience for a one-time splurge. To that audience General Mills gives one message—eat more bread, it is the basis of nutrition. It is not fat-tenting.

Back of the sports stars that came to the mike Saturday (18), at 8 p.m. E.D.S.T., had something to say about bread and the part it plays on the training table of athletes. It was good idea to associate physical prowess and stamping with bread. It comes, the prevalent notion that bread puts on weight. A good idea but rather clumsily carried out. Continuities were not too clever. Subject of bread was dragged in so awkwardly that the effect was to weaken some of the endorsements.

In this, this was a 60-minute roll-call of paid endorsements. Program as a program was badly paced despite the "splendid" musical support of Gus Henschel and the Songsmiths, the professional entertainers spanning the chasm of time between the athlete.

Benny Friedman (football) and Joe McCarthy (baseball) clinched first place among the sporting world participants in the matter of saying something worth hearing and saying it well. Ellsworth Vines (tennis) copied them in this respect. However, most of the athletes were unexpectedly literate and intelligible. Jimmy McLearn (boxing) gave a very decent spin on his sport but fouled the word "fool," which he continually pronounced a la Milt Gross. Ed Frane, sports writer, showed the greater amount of microphone consciousness.

Building a radio program, which fundamentally means an entertainment with non-entertainers is always risky, and General Mills did not put over a good entertainment. Probably the best good show was caused by the names and the stories far following of the muscular gents, although seemingly the program appealed exclusively to men. Not a single woman athlete was included. That seems like a major omission and a lamentable oversight. Women, presumably, have a lot to do with the amount of bread consumed in America.

Lund.

SILKIN STRINGS

Charles Previn, Orchestra 30 Mins.

COMMERCIAL

WLS, Chicago

Previn has an excellent radio orchestra here; a stack of violins backed with a cornet and one piano. It has a powerful entertainment wallop over the loudspeaker, besides tying in neatly with the hosiery angle of Real Silk. It's truly silkem music.

This is the second series for Real Silk. The previous one had the Ted Weems, orchestra. This series, it is only a so-so program because it was similar to so many other programs. But this show is novel and distinct. On theme, style and idea association it clicks for this hosiery account.

Commercial plugs for the most part are out of line. One drama sequence is out of line. One drama caught a school teacher complaining to the principal that the children were poking fun at the holes in her stockings. And the principal said: "Well, use Real Silk, honey." This is absurd stuff, and hardly belongs on a program so generally excellent. Smoother programs are necessary for such a smooth program.

Gold.

GEORGE HINKEL

Songs 15 Mins.

COMMERCIAL

WABC, New York

Reminiscent of the old vaudeville and minstrel shows, George Hinkel's pleasing bass-baritone voice offers fifteen minutes of not too hard to take diversion. Billed "The Street of Dreams," also his theme song, the program is built from requests of listeners, and the songs are interspersed between the old timers and the pops of the ballad type.

Having sailed along for a year on a sustaining basis, the station finally got a sponsor for the Street of Dreams. Cutlura Co. now paying the bills, whether or not he will continue his radio dialogue is as yet to be determined. Billed "The Street of Dreams," also his theme song, the program is built from requests of listeners, and the songs are interspersed between the old timers and the pops of the ballad type.

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HOLLYWOOD ON THE AIR

With Diana Wynyard, Frank Buck, Gene Austin, Jan Rubini, Candy and Coco 45 Mins.

Sustaining

KFI, Los Angeles

While material was on the May 13th issue of *Radio Broadcast*, the man from Hollywood, Jack, variety and repetition of RKO picture plugging handicapped. Only four items on a three-quarter of an hour program heretofore diversified, were obviously too few for national networkers.

Chief offense in repetition and plugging was during the lengthy interview of Diana Wynyard by Jimmy Fidler. Seemed as if too much effort was taken to drive home the names of the various pictures in which this player appeared. Frank Buck was on for a relating of his jungle experiences, which was ably told, again marred by the picture spelling spates.

Bright spot on the program was the crooning of Gene Austin who did three numbers, but antic of Candy and Coco, the iron with which Austin has a good radio voice and his material was joke, however, the stage mugging that goes with it from the two instrumentalists especially from Candy at the bull fiddle just could not put over through this medium.

Jan Rubini's orchestra, stomp, and numbers, nicely executed but not enough of it on a program so heavy with wordage. Stan.

ROGER H.

Talk 10 Mins.

Sustaining

WGY, Schenectady

Director of entertainment for the British Broadcasting Company on this, his first air talk in the United States, quoted over WGY, WLS, Radio Phoenix, over the NBC red network. Subject was "My Impressions of America," and contrary to what might have been expected, he spent little time in discussing radio here. Eckersley did say that U. S. broadcasting was of high calibre in organization, technique and entertainment.

He had not been able to accustomed himself, he stated, to the advertising interpolations—of which there are none in England—and to continuous broadcasting, with no pauses such as are a regular part of the BBC's schedule. Eckersley touched on the difference in the length of American and English programs, aerial talk in the "Tight Little Isle" usually running for 20 minutes or more and straight entertainment shots for an hour or longer.

Strange as it may seem, in view of BBC director's supposed preference for the highbrow and more pedestrian type of programs (from the American viewpoint), Eckersley's talk revealed that he was interested in and impressed by the quality of the entertainment and the general elaborateness of New York cabarets. This was the only branch of American show business on which he touched, except for the brief remarks about broadcasting.

Eckersley's impressions of the U. S. led him to conclude the United States and England are "very much alike." His address, or chat, was not the easiest in the world to follow, due to the combination of a decidedly English accent, rapidity of speech, and a conversational tone. Jaco.

POSEY PLAYLETS

Mason Moltzner, Constance Foltz and Harry Davis 15 Minutes

COMMERCIAL

KGW, Portland

Notable among the dramatic programs produced over KGW, station 5, is "Posey Playlets," each complete in itself. Notable, because after playing 35 weeks, the program is still going strong and there's a contract signed up for next year.

Imagine, if you will, a dramatic program starting with a "posey" and the cap of a monk! "Posey Playlets." Then suppose that each story had to be woven about flowers; finally, that such a program must draw visitors and customers to the floral house three miles from the center of Portland. That was the posey set at the KGW studio, but it has been no stumbling block. Credit for the series goes to Mason Moltzner, former dramatic player, and now radio counsellor of an advertising agency. Moltzner writes, casts, directs and takes a leading part in each play.

Always it is a human interest program, starting with a "posey" and flowers are brought into every drama. During the last eight months the program has been on the air, the sponsor has used no other medium of advertising. In addition to Mr. Moltzner, two other KGW players have long been identified as "posey" players. They are Charles Roth, former Portland radio player, and Harry Davis, who takes the romantic juvenile lead. Occasionally bit players are used.

MAXINE LASH

Songs, String Ensemble 15 Minutes

COMMERCIAL

WABC, New York

Should the lower registers of the Maxine Lash larynx click on the air one possibility presents itself, and that is an ensuing vogue for barbiturate femme warblers. Perhaps radio is primed for a freak voice of the hash type and if so the chances of this may be great.

But before she can start to gather for herself real oracular attention, she'll have to overcome at least two marked handicaps. One is a tendency to over-intensify the emotional content of a song, and the other is a lack of smoothness in rounding around a high note. It is quite likely that the over-intensity will be the greater handicap.

The first program (18) accounted for the tightness and strain that made themselves evident in her work, and that subsequent appearances will show a decided easing. The girl's voice has personality and power and these should carry her a long way. In instrumental support Miss Lash has a fine fiddle, and the strings of violin, cello, harp and piano. As in the case of the vocalist, Phil Spitalny is responsible for the arrangements and general comportment of the string ensemble. Taking high spot in this niftily balanced combination is the violinist, Evelyn Kay. In arranging the ensemble's stint, Spitalny, as for musical material, contrast, with to the violin, a soloed pop titles that brought into full play her penchant for the dramatic. These numbers were "Boulevards of Broken Dreams," "The Beat o' My Heart" and "Temptation."

Probabilities are that Chery, Inc., cosmetic manufacturer, went into playing 10:30 P. M. E.D.S.T. as the station time for the first, strictly eastern release. Average housewife has seemingly by this turn of the clock decided to call it a day.

Ernest Chappell doubles from the introducing of the numbers to retelling the plug. Stressed is the firm's April Showers brand of tam-cum with the odd price of 25¢ a box.

Miss Lash, in her opinion, made note of also in the copy is the cosmetician's perfume brand.

For her theme number Miss Lash is using "April Showers." With the same tune Al Jolson has always identified himself on the air. But since he has temporarily retired from his Kraft-Phenix contract the chances are that he will not object. Ditty is a natural account, but its previous attachment to the Jolson mike personally won't be of much help to Miss Lash.

Odec.

A. E. MATTHEWS

With Claude Rai

Sketch

COMMERCIAL

WEAF, New York

A. E. Matthews and Claude Rai are high-ranking members of the legitimate theatre. Both are sterling actors. Yester oddly enough they did not show up in this appearance over WGY, Radio Yonkers program. It was often difficult to distinguish one voice from the other.

Vehicle used is by John Balderson, author of "Berkeley Square." It is an amusing trifl somewhat over-praised by Milt Davis, who arranged it. While the musical revue calls a blackout and too long in getting to the big punch or surprise twist is always dangerous in that sort of thing.

A man dies, wakes up. In the other world, he is assigned an animal population. He goes to the griff, every whim of the ex-mortals.

Time transitions take the man through the first weeks, months, and years of completely blissful gratification of all his desires. But after a while, Radio Yonkers finds something he can't have and from lack of things to want and work for.

Rebelling at the kind of treatment accorded him, the former son of earth at last discovers that contrary to his assumption he's not in heaven, but in hell.

That's the twist.

MURIEL POLLOCK, VEE LAWN-HURST

Radio Due

Sustaining

15 Mins.

COMMERCIAL

WOR, Newark

Until last Wednesday night (18) the Cushman bakery chain of Greater New York limited its representation to the half hour on WOR with Ray Perkins, the sole source of entertainment. Stretching out of the time obligation to 30 minutes brought with it a dance combo headed by Ben Selvin and Eddie Riddle, turned to her routine of film gossip, dancing and screen celeb interviewing. Initial half hour frame unlimbered a lively and diverting potpourri.

Ray Perkins, running fire of nifties, as in which he kidded the program, as well as the others on the program, particularly the new girl, who makes for choice loudspeakers, but mor. For showpieces the Selvin unit did a swell job at zipping things up for Tin Pan Alley's latest compositions, while Eddie Riddle has a new talent "Air Breaks" shot, but recently they have been playing alone. Their programs furnish a pleasant musical background, against which the comedians break breakfast, scan the headlines in the morning papers and go through the usual磨叽 preparatory to leaving the house for the daily grind. Miss Pollock and Miss Lawhurh play current numbers briskly, although neither their arrangements nor their interpretations impress as unusual. As always with female air duos offerings pops, they stress fingerings in the treble. Broadcasts passed a little more punch when Whitley warbled thereon.

YORK AND KING

Comedy

WEAF, New York

Chic York and Rose King have been standard headliners in the varieties for 20 years or more. In the last few months of time, however, they have come into their own, the radio audience, like the man and what a man it takes to hold their interest for a full hour six days a week!

This preface is for the benefit of those within radio who do not know the antecedents of the pair. Their first radio was unrecognizable on the Rudy Vallee show.

York and King's effectiveness is, in large measure, due to the visible stage to the amusing costumed they wear the facial mugging and sight business that York has in consequence what came over the kilo-cycles was disintegrated dialog that failed to make clear what they were supposed to be and what they were doing. A preliminary introduction only partly succeeded in suggesting this scene.

Pairs were not well-advised in the matter of proper material for the air. Chic York's expletives addressed to Miss King became the outstanding fact over the air. In valuing these remarks, you old timers," she is simply incidental, and should never be more than incidental.

Radio listeners, it's a fair guess, are totally unprepared for a man and woman crossfire act in which the essence of humor is name-calling. Pair's diction, of course, is good.

Land.

THE VAGABONDS

Songs

Sustaining

Mins.

WGY, Schenectady

This trio rolled into WGY from WSM, Nashville, and despite the billing, it is not likely that they will hit the road for another station in the near future. The young harpists offer a type of program that should make them welcome guests to anyone speaker to the urban and rural audience which WGY reached in upper New York State and New England.

Vagabonds are Herald Goodman, second tenor and announcer; Dean Upson, baritone, and pianist; and Curt Poulton, baritone and guitarist. Turn regularly employs four singers but the Vagabonds' billing seriously, has not yet come of the road from Nashville.

Boys do close harmony, specializing on American folk songs, old-time ballads, Negro spirituals and hymns. It is said that they include current pop numbers in their repertoire. On the other hand, the Vagabonds caught the Vagabond's title pretty close to the four types mentioned in the preceding sentence. In fact, trio's melodic theme mentions "old tunes." Some of the numbers are their own compositions.

Voices blend smoothly and clever arrangements give a harmonic effect. It is obvious that they have been singing as a unit for some time and it is equally obvious that they are at home in the interpretation of native vocal Americana. Much of the trio's singing is to guitar accompaniment. Goodman, who sings singing voice is a natural. That of Bradley Kincaid, another WGY warbler from the South, that certain listeners may confuse, the two, tenors hymns in a light but pleasing voice. He has an easy, natural manner before the mike. Jace.

CUSHMAN REVUE

With Ray Perkins, Ben Selvin, Eddie Harris, Estelle Taylor

Chatter, Songs, Band

30 Mins.

COMMERCIAL

WOR, Newark

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Sales copy was confined to calling attention to the baked goods special offered by the Cushman stores for each day of the current week. Odec.

COBWEBS and NUTS'

Mel Blanc

One Hour

COMMERCIAL

KEX Portland

For one hour, each day, listeners are KEX, 5,000-watt station of the Oregonian, chuckle and grin at the radio audience, old man and what a man it takes to hold their interest for a full hour six days a week!

That's the achievement of Mel Blanc, staff funnyman, with his daily "Cobwebs and Nuts" broadcast. And he's been at it every week day since June, 1932. Starting then as a sustaining program, "Cobwebs and Nuts" now has commercial sponsor who confesses despite the fact that Blanc mostly kids them along in his announcements, that the program has brought them measurable increases in business.

Mel Blanc declares that the basis for his program is to figure out any kind of a situation, and then do just the opposite—in other words fool the public. He uses only photo records for music, but matches as many as 20 different characters in his program, assisted now and then by his wife, Estelle Blanc, who takes the role of Mrs. G. G. G. G. McFlopople, IV, in burlesque dramatic skits.

A hallmark of "Cobwebs and Nuts" is time signals. They range from clatter of bells, chains, pans, horns and tubs, to a 5-year-old girl in the audience calling "Mama." Blanc explains that "once" during his first program he was out in the studio having taken a long nap, during a break and stayed too long. Walking back into the studio he tripped over a chair and knocked the microphone off the table along with a cowbell he was using on a commercial announcement. He nonchalantly picked up himself and the microphone and announced "Time signal—eleven, three and three-quarters." The station, KEX in Portland. Listeners, believing it added to be a gag, were delighted, as he added it to his bag of tricks.

Noteworthy are the crowds that appear faithfully each day at the studio, to watch and hear him. Never a broadcast without an audience.

Example of introduction (different each day): "You will now listen to 'Cobwebs and Nuts'... Introducing Uncle Cobweb, also known as Chief Shallowbrain, the big man with the Little Learns."

KOIN SYMPHONY ORCHESTRA

Joseph Sampiero, Director

Classical Music

Sustaining

KOIN, Portland

Fifty musicians from the Portland Symphony orchestra were directed by Joseph Sampiero, KOIN station director, and Eddie Riddle, maestro. In a concert over the entire CBS network Sunday, May 6, with three more to follow.

Sampiero chose a repertoire of classical selections with an eye for popular favor. Such favorites as Schubert's "Rosamunde" Overture, "Valer Trieste" by Sibelius, "Danse Macabre" by Saint-Saens, "Schubert's Symphony in E Minor" and Tchaikovsky's "Overture of 1812" formed the heavy portion of the program, while the lighter vein was delineated by such numbers as "The Last Spring" by Grieg, "La Perle" Suite Espagnole by Lacombe, "Ariette" Life by Strauss and "Danse des Bouffons" by Rimsky-Korsakoff.

Displaying good judgment at all times, Sampiero's direction and the professional classics brought heavy response from the capacity audience at the Paramount theatre, where the broadcast originated.

Particular mention should be made of Art Kirkman's commentary. His dictation was particularly clear and his knowledge of his subject gave a greater understanding to the commentator. Nothing bombastic or too heavily pedantic entered into his announcing.

CRAZY RANGE RAMBLERS

Songs, Patter

15 Mins.

COMMERCIAL

WMCN, New York

When not subsidizing hillbilly tunes, Crazy Water Crystals run a literate program, wherein poetic, excepting not obviously sentimental over the little shack on the hill, once called home, the lonely fireside and the old oaken bucket. A major spender in both network and spot broadcasting, the purgative vendor runs in its blanteting-of-the-easter, southern and midwest areas confined itself to these two types of diverting diversion.

WMCN nightly it's a hillbilly foursome that provides both the vocal and instrumental effects. Boys occasionally take time out from their harmony mixing on the backwoods and open country theme to dish a bit of patter. Apparently the talk has continuity and plot, but it takes more than one program for a listener to get any inkling of what it's all about.

Odec.

Bright Young Man Hard to Find

Lord and Thomas Asks Survey Outfit to Find Radio Executive

Lord & Thomas has asked Tradeways, Inc., which efficiency organization has been investigating NBC the past eight months, to help the agency pick an exec to head its radio department. Don Francisco, executive v.-p. for L. & T., in New York from the Coast looking the field over for a man to fill the job.

Francisco last week interviewed a couple of men now with NBC, other holding a post in the Columbia commercial program department and several radio execs with various other ad agencies. Lord & Thomas in making the request of Tradeways figured that during its contacts around the industry while working for NBC it might have run across somebody who could fill the L. & T. requirements.

John Royal Releases Janssen from Contract

Werner Janssen, ex Tin Pan Alleyite, who recently was announced as among those slated to conduct the New York Philharmonic Symphony Orchestra next season, won't have to go back to WTAM, Cleveland, to fill out an old contract. Though it had years to go, John Royal last week handed the document back to Janssen.

In May, 1929, while Royal was directing the Cleveland outlet, Janssen put his signature to a contract calling for a three-year stay as conductor and arranger with WTAM. After eight months on the job Janssen became eligible to a Rome Prix scholarship, and Royal agreed to suspend the contract while Janssen was abroad studying.

CBS Home Office P. A.'s Realigned for Heat

Columbia's press staff has been shuffled around to conform with the summer letdown in commercial business. Several of those who have specialized in sponsor or agency contract will during the warm spell work on special assignments.

Among these is Ruth Betz, who has been taken off commercial program publicizing to assist Bob Taplinger in feeding the radio columnists. Vacancy created by the resignation of William Finschreiber is being taken care of by moving Bob Wilkinson from the night trick to the day side. This leaves Sam Slatte as the lone night-time go-between.

Spielers' Rivalry

Washington, May 21. Putting Arthur Reilly, air spider for Herald, on WMAL Breakfast Club, is innovation in local broadcasting. Reilly has quite a rep as whispering slumber time orator, but putting him on in a.m. when stations usually look for pep and vigor artists has opposition puzzled.

Move was made to combat Arthur Godfrey, local Columbia sunrise gagman. NBC figures best way to lick Godfrey is with totally different type of show, using poetry, sob stuff, etc.

WFBN TESTS FOR SITE

Indianapolis, May 21. M. R. Williams, chief engineer for WFBN, is conducting a series of tests with 50-watt transmitter and receiver trying to find best location for new transmitting unit, permission having been granted for experiment by Federal Radio commission.

Plans are also under way to construct elaborate new studios which will be ready for occupancy next fall.

Tim Frawley Bankrupt

Timothy Daniel Frawley, who has been frequently cast in NBC dramatic programs, last week took the bankruptcy veil through a petition filed with the New York Federal Court.

Frawley's schedule listed his liabilities as \$3,180 and assets none.

Fill to Suit

Boston, May 21. Pet show held recently revealed two dogs and one goat named Stoognagle and two cats named Beetle and Bottle, after Phil Baker's radio characters.

A rat was named after another radio headliner.

Chi NBC Program Dept. Adds Traffic Job and Weber Shifts to N. Y.

Chicago, May 21. Local NBC is juggling its office space around to fit in with its new arrangements of sales, traffic and program staffs. With NBC moving Weber, station relations man, to New York offices, it has resulted in a switch of the Chicago traffic department from Weber to the program department under Sidiney Strotz.

It brings the Strotz supervisory jobs to another new high. Actually the traffic department will continue under the eye of Ed Stockmar, who has been handling the job for some time.

Cisler's Baseball Test

Birmingham, May 21. War over broadcasting of home baseball games is to be continued in court, with Steve Cisler, manager of WSGN seeking to have a temporary injunction granted by the baseball association against the station dissolved. Cisler attempted to broadcast games by climbing a tree outside the ball park on land leased by the station.

Cisler, who is a member of the legislative committee of the National Association of Broadcasters, said he wanted to have the case thoroughly tested in court as the ruling would affect stations throughout the United States, and especially in the South, where the Southern League has a rule against broadcasting home games.

Here and There

Martin J. Wallace has been appointed engineer in charge of WGY's Schenectady transmitter. He's from G. E. and RCA.

Warren Munson, former announced at WGY, Schenectady, and later at WTAM, Cleveland, is now at WDRC, Hartford.

Frank L. Bishop, formerly with KVKO, Colorado Springs, Col., is to join the commercial staff of WSGN, Birmingham.

Vern Ripley from WADC and WIV, Akron, has been added to the announcing staff of WSGN, Birmingham. He will double in songs.

L. E. Cheek, member of WFAA staff at the transmitter, twenty miles from Dallas, bitten by a pet dog. Dog has been pronounced mad and the bite-e must submit to three weeks of serum taking as a precaution against rabies.

KSO, Des Moines, has an 'Inquiring Microphone' reporter spotted in front of Register Tribune building every day from 12:15 to 12:25. Dale Morgan handles the spot for sponsorship of the Deep Rock Oil Company.

Gesture to Local Rotary

Charlotte, N. C. WBT will supply the Charlotte Rotary club with a program originating at Detroit on June 12. At that time the annual convention of Rotary International will be in session at Detroit.

W. A. Schudt, Jr., of WBT, also a Rotarian, will install loud speakers at the Rotary meeting and plug in an address at noon piped to Charlotte by Columbia.

This takes the place of the usual local program before the group.

WSB Says It Will Not Join WLW Battle

Atlanta, May 21. WSB denies that it is interested in or will be a party to any union of stations in the south designed to fight WLW, Cincinnati.

WSB had been mentioned by Vanney as joining with WHAS, Louisville; WSM, Nashville, and WCKY, Covington-Cincinnati, to meet the threat of WLW's new 500,000-watts.

Radio Stations Have Problems in Holland; Merchants Rap AVRO

The Hague, May 9. Radio stations have their problems in Holland, too. Station AVRO is being denounced by the Dutch Shopkeepers' Association for arranging a tie-up with a big department store downtown. A parade of mannequins tied-in with AVRO's dressmaking lessons broadcast twice a week.

Besides resenting AVRO's encouragement of home dressmaking which hurts ready-made sales, the shopkeepers dislike AVRO diverting the purchases of fabrics to the big department store.

22 NBC OFFICIALS MEET AT CAPITAL

Washington, May 21. Monthly confab of eastern NBC station managers held here last Wednesday (16) and drew 22 officials from New York, Boston, Pittsburgh, Cleveland and Schenectady. Phil Loucks, NAB head, in on confabs, which centered around station policies and code operations. Next meet slated for June 18 in New York, extending through Advertising Federation convention June 19 and 20.

New Business

WASHINGTON Pennzoil Co., five-minute programs, records and announcements, twice weekly for 32 times, Ruthrauff & Ryan, WJSV.

Pontiac Motors, nightly announcements for five weeks, Campbell-Ewald, WJSV.

Loyd's Stores, daily A. M. time slots 10 weeks, WJSV.

Long Beach Corp., 15-minute transcription Friday nights for 13 weeks, WRC.

Wash. Chevrolet Dealers' Ass'n, nightly temperature reports for four weeks, WMAL.

Woodland Beach, 100 announcements, WJCA.

Wilson on WJAL; 23 on WRC; 29 on WJSV.

Martin Guitte & Co., 26 daytime announcements, Gibson & Corner, WJSV.

National Capital Ice Inst., program 5:45 to P. M. Tuesday for 13 weeks, Henry Kaufman, WJSV.

True Confessions, two evening announcements, Critchfield - Graves, WJSV.

U. S. Gutter Perche Paint, 30 nightly announcements, J. Walter Thompson, WJSV.

Buick Motors, six announcements daily for five days, Campbell-Ewald, WJSV.

George's Radio Co., sponsoring boxing matches every Monday night, C. D. Ferguson, WJSV.

Lansburgh Dept. Store, time signals A. M. daily for 13 weeks, WJSV.

Cherner Motor Co., programs 8 to 8:30 P. M. Thursday for 13 weeks, WJSV.

United Food Stores, programs 9:45 A. M. Fridays for 13 weeks, Paris & Peart, WJSV.

Manhattan Laundry, three announcements per week for 40 weeks, WJSV.

BOSTON Cliquot Club Co., 48 announcements, in Boston, Tatler, started May 10, through N. W. Ayer & Son, New York, WEEL.

Gilchrist Co., one 15-minute program, started May 18, through Salinger & Publisher, Boston, WEEL.

Paramount Baking Co., 26 minute programs, started May 20, through David Maitland, WAAB.

Community Dentists, Inc., 15 five-minute programs, started May 17, through Salinger & Publisher, Boston, WEEL.

W. L. Thompson Co., 612 announcements daily, through Doremus Advertising Agency, Boston, started May 17, WNAC.

Metropolitan Boston Co-operative Advertising Group (New England

Jack Little's Walkout Puts CBS

Artists Bureau in Awkward Spot

To a Dead Mike

Atlanta, May 21. Great presence of mind shown other eve by Roy McMillan, WSB announcer. The transmitter went dead and McMillan was so advised by the engineer. Rushing to the mike he informed the world:

"Circumstances beyond our control prevent continuance of this feature from WSB."

Can Replay Disrupted Programs Without Cost Says Code Authority

Washington, May 21. Commercial programs disrupted by baseball broadcasts, or other programs of indefinite length, may be put on during first available period at no extra charge, broadcast code authority announced last week.

Bulletin sent to all stations says that Deputy Administrator Farnsworth and legal officials of NRA have approved such interpretation of section I, Article VII, which prohibits modification of rate cards. Codets also noted that this provision means that charges, discounts, rebates, refunds and commissions, not specifically covered by rate cards, must be filed with the C. A. immediately upon execution of a contract.

Harry Heilmann, for years out-felder on the Detroit American League club and a several-times winner of the league batting crown, is broadcasting baseball games over WXYZ, Detroit.

Gas Association, 196 announcements, started May 13, through Richardson Alley & Richards, Boston, WNAC.

Coward Show Co., 312 announcements, started May 14, through Fletcher & Mills, WNAC.

Big Bear Market, 168 announcements, started May 15, through Greenleaf Agency, Boston, WAAB.

PHILADELPHIA

Nozeman, three five-minute transcriptions for thirteen programs, Ruthrauff & Ryan, WCAU.

Akze Seltzer, three five-minute transcriptions, Sunday, Tuesday and Thursday for 11 weeks, Wade Agency, WCAU.

Silver King Golf Balls (through Wanamaker Store), fifteen-minute golf show, by Dingley and Bill Edwards, Friday at 8 P. M., for six weeks, N. W. Ayer & Son, WCAU.

Laundry Gems, fifteen minutes, Tuesday at 11:30 A. M., for 13 weeks, with Anthony Candelori's orchestra, Paris & Peart, WCAU.

ATLANTA

E. F. Goodwin, three times a week, starting May 16, NBC on WSE; Johns-Manville, half-hour Saturday, NBC, over WSE.

White Lily Flour, 25-word spots over WSE.

General Mills (Wheaties) sponsor baseball broadcasts for season over WSE.

Coca-Cola Bottling Company, baseball broadcasts for season over WGST.

Tums, fourteen one-minute transcriptions over WSE.

BO Remedy Company, 364 50-word announcements over WSE.

Kerr Glass Company, 26 one-minute announcements over WSE.

Dodge Motors, 500-word announcements over WSE.

Columbia Pictures, twelve 50-word announcements over WSE.

Black Flag Company, 55 one-minute transcriptions over WSE.

Crazy Water Crystals, thirty-minute locally produced talent show each morning except Sunday, over WSE.

Fletcher's Castoria, half-hour locally produced talent show each Thursday evening over WSE.

WINSTON-SALEM, N. C.

W. T. Eagle Jewelry Co., spot announcements daily for one month.

Placed locally, WSJS.

Darling Shop, spot announcement daily for one month. Placed locally, WSJS.

Anchor Store, 15-minute broadcast three mornings each week broadcast from various departments in

(Continued on page 38)

Little Jack Little, who has been on the buildup from Columbia past two years, has switched allegiances to the Music Corporation of America, accepted through the latter organization a contract placing him in the Ambassador Hotel, Atlantic City, starting June 27. Little's new alliance has made it embarrassing for the Columbia Artists Bureau, since that office

is responsible for Little's radio booking as well as the spotting of the Isham Jones unit into the Ritz, which has always been known as stiff opposition to the Ambassador.

Up that Little has made with MCA also placed the CBS Artists Bureau in the position of having to split commissions with MCA on any of the raff or one-nighters that Columbia has booked for the war-bands. CBS switched its allegiance to the Ritz this summer following a break in friendly relations between the Ambassador management and Ralph Wonders, manager of the CBS Artists Bureau. During the previous two summers Junes held the Ambassador spot as a Columbia booking.

Parent-Teachers Rap Liquor Advertising; Also Hit Film Biz

Des Moines, Ia., May 21. Practice of advertising liquors over the ether received a rap because it reaches children at their tenderest ages, in a resolution adopted by national Congress of Parents and Teachers here. While the radio advertising took the heaviest hit liquor advertising of all kinds came in for scathing denunciation.

A film resolution pledged the organization to combat practices of blind buying and block booking by motion picture companies.

Separate Nites for World's Fair Programs

Chicago, May 21. Original intention of State Street's Keep Chicago Ahead committee for a two-hour long broadcast on both networks for a World's Fair plug has been abandoned. Instead the broadcasts on each network will be a week apart. First 60-minute show will run on CBS on this coming Friday (25), the second will be on NBC the week following on June 1. Both programs will ride from 10:30-11:30 p.m. Eastern time.

Figured that blowing the entire two hours on one evening was wasting time and good coin. Show is being prepared and placed through the Hays McFarland agency here. Shows will include both commercial and sustaining talent, with most of the sponsors with shows at the Fair contributing talent to the radio show. Also those shows which will be moved will get special plugging through use of the talent.

Originally planned to use CBS on Friday night and NBC on the next Saturday night to catch two different types of audience, but NBC couldn't deliver the Saturday session due to the fact that Dr. Miles' Laboratory no longer giving up his session on the ether.

TOM CONVEY DIES

Pioneer Radio Showman Passes In St. Louis at 48

St. Louis, May 21. Thomas Patrick Convey, president of station KWK, and one of the pioneering showmen of broadcasting, died, May 18, of complications following an operation. He was 48 years old.

Build-up of KWK resolved itself into a one-man affair ever since he took the wavelength, nine years ago. For years Convey did the major part of the station's announcing under the tag of 'Tom Patrick.'

Convey was a Chicagoan, and one of the organizers of the National Association of Broadcasters.

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

OUTSTANDING STUNTS: KIDS' DEALER CHECK-UP WIND, Ind.

Ki distribution

Herbert Sherman, sales manager of WIND, Gary, has arranged a tie-up between Bi-Whiz candy bar and the Chicago White Sox ball team. WIND regularly carries the White Sox play-by-play games.

New program is called "Dugout Invaders" and it consists of a series of ball player interviews by Johnny O'Han, sports announcer. Candy offers five autographed balls daily; for five best letters accompanied by one wrapper, if available.

That "if available" is the gag by which the candy is securing new dealers. Kids waiting for the autographed ball will be told that such a dealer doesn't carry the candy, so couldn't buy the candy. With the letter in his mitt the manufacturer has a sure selling point for the dealer.

EDDIE PEABODY

FAREWELL WEEK FINISHING

5 Consecutive Months Hollywood Restaurant

New York City

Thanks to
RUDY VALLEE—JOE MOSS

Guest Star on the Fleischmann Hour, Thursday, May 24, at 8 P. M. E.D.S.T.

EVERY SATURDAY
WEAF-WFL-WGY, 7:30-8:00 P. M.
PURE OIL PEP SHOW

THE GREEK AMBASSADOR
OF GOOD WILL

GEORGE GIVOT

Loew's Deluxe Theatres

Soe Direction
HERMAN BERNIE
1619 Broadway, New York

GRACIE BARRIE

"The Sweetheart of the Blues"

NOW PLAYING
RKO THEATRES

Soe Direction
HERMAN BERNIE
1619 Broadway, New York

LEO REISMAN

AMERICA'S
MOST EXPENSIVE
RECORDING
DANCE ORCHESTRA

on

BRUNSWICK RECORDS

ink White an' I Nutz

Plattery is the essence of most of the kid programs. Story invariably reveals some 12-year old hero as not only quite a young man but treated as an equal by adults who are constantly impressed by the regular admish kick holding.

Bobo Bells is the kind of a kid. Say "booo" and he'll pull a gun on you! He paces the floor like a tiger and does his worrying in the major keys. Men three times his age are uncomfortable in the presence of Bobby's rugged personality. He's destined to be a top star.

Bobo Bells is the kind of a kid napper (full-grown) "let me get my hands on him." Something pretty wild is likely to occur when this Jensen kid once has the jungle within him aroused by some low-down coyote.

Force the cereal, is behind Bobby. Both him and all the cowboys, Indians, cooks and lovable westerners, including the heap big Indian, who grunts in broken English, "I think white man is nuts."

To fortify the popularity of Terrible Bobby, the boy shoot-em-up, Force over, roller-skates and prize. Shows never rust, the toes never bend, and they are equipped, the announcer affirms, with "floating power just in the new automobiles."

'Sports Page of Air'

Oklahoma City.

A "sports page of the air" that in every detail lives up to its name has been inaugurated over KOMO, Seattle. Good news. Broadcasts are daily at 6:15 p. m. Although major attention is focused on baseball, the program includes other sports of general interest, including golf, tennis and swimming tournaments, and results of racing, polo, wrestling, boxing, summer boating and other indoor sports. An interview with the sports limelight with persons in the field included. Maxie Rosenblum, LeRoy McGuirk, and Jimmie Humphreys, secretary of the Oklahoma City Indian baseball club, have been heard.

Relays Kid Club

Montgomery, Ala.

Lloyd Town, the Pennsylvania theater manager, hooks up with station WSAF every Saturday morning, when the kids of this town pack the theatre to watch the "Mickey Mouse" shows. Towns acts as master of ceremonies and has a lot of fun with the kids, and in greeting the kids from the stage the entire entertainment is sponsored by Southern Dairies.

Kids in the audience make enough noise from the theatre, so the noise and their fun goes over the radio hookup.

Gordon Persons, Howard Pitt and John Allen Wolf, all members of the radio station, take part in the hookup.

300,000 Fleur Bags

Chicago.

Replies to Pillsbury's merchandising campaign have reached a 300,000 total on its "Today's Children" show on NBC.

Have offered a booklet about the last and the star, Irma Phillips, to all listeners sending in the Pillsbury imprint from the bag of flour.

Wheoping Up Home Town

Seattle.

With summer and the tourist season coming—a big season for Seattle—the Chamber of Commerce and station KJR got together last week in an attempt to raise a sense of hospitality in the local citizens.

Seventeen people picked at random from as many representative trades about town were put before the mike in a hour's program to say nice things about the city from their own viewpoint. The representatives included a banker, milkman, boy butcher, baker, waiters, telegram messenger, traffic cop, hotel hostess, street car operator, bakery girl, mail carrier, railroad station master, elevator operator, boy and girl scout, bootblack, and bus driver.

Program was plugged previous to broadcast to insure listeners. Talks were rehearsed.

WOR's Listings

New York.

WOR, Newark, now sends out its week's program listings in printed form similar to that of CBS and NBC. Each day's schedule has its own sheet, with the whole thing pinned together at the top.

Noted on the top page are the program highlights of the week.

Junior Chorus on Stage

Baltimore.

WCHM's "Junior Radio Chorus," a massed group of 200 pipes, consisting coterie of both sexes under 17, broadcasts its once-weekly quarter-hour warbling setto from

the stage of Keith's, loop stat-run picture house.

"Chorus" which was mustered via contest conducted in co-op with newspaper, gets a half-stick plug from sheet, inserted in local news section each Sunday. **Visuals** in newsreels of broadcasts. Visuals also collected into flick program, with Keith's regular admish kick holding.

The station, after the singers' successful starter, is planning to branch out and by sun-tan season expand the show to 60 minutes, producing standard operettas, in costume and with full orchestral support.

Lone Judge

Chicago.

Fish hair tonic contest conducted by Wendall Hall announces that Hall is "the sole judge."

This seems like dubious judgment. It may build Hall up in one way but it makes him responsible for rejections of single submissions.

W. G. Bobb, the famous kid napper (full-grown) "let me get my hands on him." Something pretty wild is likely to occur when this Jensen kid once has the jungle within him aroused by some low-down coyote.

Generally known that contests often make bad friends.

Ford Summarizes

New York.

CBS reported for distribution a four-page section in the "Ford Dear" on April 15, devoted to plugging the auto brand's Ford Waring program. Article retails how the commercial estimates it is reaching 90% of all listeners by using every station in the CBS Link (88), discusses the popularity of the Waring combination among loudspeakers and cites as a matter of special interest the fact that the broadcast originated from Collier's Radio Playhouse in the Times Square district.

Pictures of Fred Waring in his earlier days and the warbling specialists in his aggregation were included in the reprint.

'Call to Java' Muffs

New York.

American Telephone and Telegraph's attempt to cover the globe with radio telephone last Saturday night (12) fizzled badly because of atmospheric conditions encountered in the Orient. Tuned in on the stent was a CBS hookup.

Assigned to carry on the conversation from this end was Paul Douglas, the CBS announcer on the program. Idea was to first bring in Java, have this point send the message to Paris, then have Paris relay it to the United States. Java failed to respond to the short-wave telephone signal, and, as a last resort, Douglas put in a call for Honolulu. By the time communications were established with this point and a clear signal brought in the quarter hour allotted the program was up.

After the CBS broadcast the telephone company reported that only 10 minutes before the Columbia announcer started his "Call to Java" the Dutch settlement had been brought in by a T & T engineer.

Display Space

Charlotte, N. C.

As a special courtesy to advertisers, WBT has set aside a section of its reception room as a display space for the use of those using the station's time. A showcase will be available for small items.

As an added favor to advertisers, the radio station will distribute free samples to those visiting the studios.

First client to make use of this new privilege was a local bottling plant. The concern put a large ice box filled with pop in the reception room and it was passed out to visitors while it was singing.

WEE's Singing Bee

Boston.

Studio visitors on Wednesday and Friday nights will be invited to waltz the floor. The waltz will be in a program designed to take care of six vocalists whose summer earnings would otherwise be cut by cancellations of commercial accounts.

Program is sort of a community sing with "Bobby Banks, former waltz king, dancer, singer and m.c."

Six professional singers will be planted among audience to set the pace. Old songs of the "Put On Your Old Grey Bonnet" era will be the rule.

Inviting a Riot

Washington.

Arthur Godfrey, local Columbia announcer, has invited anybody who wished to drop by to WJSF studios next time he m.c.'s a record program. Deluge of fans totaled 600... They stood on pianos, over ran control room and swiped a dynamite.

Station now bars studio audience.

Film Sound Trade

Buffalo.

WKBW made a promotional tie-up with the Lafayette theatre where the film sound track of the Chesterfield picture, "Rainbow Over Manhattan," was shown for 70 minutes. Broadcast wires tapped into the theatre's sound equipment. Occasional short lapses in dialog during the picture were filled in by

the stage of Keith's, loop stat-run picture house.

"Chorus" which was mustered via contest conducted in co-op with newspaper, gets a half-stick plug from sheet, inserted in local news section each Sunday. **Visuals** in newsreels of broadcasts. Visuals also collected into flick program, with Keith's regular admish kick holding.

The station, after the singers' successful starter, is planning to branch out and by sun-tan season expand the show to 60 minutes, producing standard operettas, in costume and with full orchestral support.

Rockwell-O'Keefe Promotion

New York.

Rockwell-O'Keefe's latest promotional brochure on behalf of the film's talent specifically is to announce the availability of B. A. Rolfe.

The of the brochure is "A Radio Program with the Guardsmen removed for the Known Cost." Agency proposes the transferance to an alert sponsor of the established following and popularity of Rolfe. It's a smart sales stunt applied to talent.

Radio Store Show

Charlotte, N. C.

Southern public utilities company moved its "Rosewood and Ivory" program, running over WBT, to its sales and display rooms last week and for two nights offered a show on an improvised stage there, broomstick and WBT's remote control facilities.

The occasion was a celebration of the 20th birthday of the electric refrigerator that the concern sells. Attendance at the showroom averaged 1,000 for each of two nights. Cliff Shadow announced the party program. Artists appeared on the stage from the door to a giant 10-foot refrigerator that had been reduced to scale. Featured were Margaret Cheek, lyric soprano; Peter Marvin, xylophonist; George Fraser, pianist, and Irving (Gatemouth) Setzer, minstrel.

Outdoor Kid Program

Elmira, N. Y.

Six hundred children took part in a broadcast by WESG that was sponsored by the Cobakeo Baking Company. Finding room for such a large number was no problem for the broadcast, organized by the park. It was given Sunday afternoon, April 29. George F. Givens led community singing and six trained children's groups gave musical program. A 50-piece band played.

Special attention was accorded the program because it was heralded widely as the opening feature of the observance of Youth Week. And a baking outfit put up the dough.

Home Economics Course

Philadelphia.

Philly's WCAU is taking a leaf from the correspondence schools and giving Home Economics course all their own.

Station's special auditorium is devoted each day to the Woman's Club of the Air, with live shows on cooking and domestic practices to a visual audience broadcast simultaneously from the school. Students in the school are required minimum attendance and a prescribed amount of homework. End of the season brings a regulation exam, with sixteen honor students.

General Foods' Big Stunt

Chicago.

General Foods has tied in with the official Bird show (CBS) on the official opening of the Chicago World's Fair this Saturday night (28). Program will originate that evening from Chicago and include entertainment from the Belgian and Swiss Villages at the exposition, a chorus of 1,000 voices and speeches by General Rufus Dawes and Governor Horner of Illinois.

Arrangements have also been made to leave it to the broadcast of the night's pyrotechnic display. Ringer up the firework tinders will be a slow, wavy receiving mechanism. On the receipt of a signal from Byrd, sequestered in the Antarctic wastes, this mechanism will send off the sparks necessary to ignite the fireworks.

ide Sans Rehearsals

Winston-Salem, N. C.

Kiddies Party, a half-hour spontaneous radio program for small children over WSJS and sponsored by the Southern Dairies and Quality Bakery, is entering its third year and is one of the most popular programs on the local station.

Sixty small children receive invitations to attend the party and each one is expected to sing or recite. None receive gifts in time to rehearse for the program and no one gets an audition. The sponsors give two presents and all the kids get ice cream and cake.

KWCR's Cooking School

Cedar Rapids, Ia.

Radio Station KWCR put over a new stunt in a cooking school of the air for four days with General Foods Corp. cooperating, the first on the air over the local station. Merchants were rung in on the school through a demonstration and exhibition of home appliances in

various sections of the broadcasting studios.

Open to all who cared to attend, yet setup so arranged that housewives unable to attend all sessions were able to tune in and get all without making a trip to the studio. Drew many visitors to the studio for a glimpse of the appliance lines and general setup of the broadcasting setup. Added a more personal touch for many able only to get a looksee and then compelled to do in Mrs. Core E. Kressam. General Foods home economic expert at the mike and as demonstrator.

Cutex Talent *Stores*

New York.

Cutex has arranged to have their current picture house tour make personal appearances in department stores during the product. All their stars will be expected to do is greet the female patrons and signature autographs.

First tie-up of this sort framed by the cosmetic maker for the pair is the Hudson store in Detroit. Harris plays the Fox in this town next week (25).

Jack and Loretta
Clemens

WJZ

10:45-11 A.M.

Mon., Wed., Fri.

WILBERT'S

FLOOR WAX

Direction

NBC: Artists Bureau

and

Ben Rocke Productions

FRANK PARKER

Featured Soloist

A. & P. GYPSIES
GENERAL TIRES

First Team with

THE REVELLERS

frid allen's
HOUR OF SMILES

PORTLAND HOFFA

JACK SMART

LEWIN DELMORE

LIONEL LEEPER

MINEVA PIUS

EILEEN DOUGLAS

LENORE KAHAN

TRUBADOURS

Material by Fred Alles and Harry Togend

Management Walter Batchelor

Wednesday, 9:15 P. M., D. S. T.

WEAF

HOTEL PIERRE
JACK DENNY

AND HIS ORCHESTRA

Richard Redmont

WABC

Fri., 9:30 P. M.

WEAF

Sat., 12:30 A. M.

ROY FOX
AND HI

BAND

ON TOUR

B.B.C. NETWORK

VIVIAN JANIS

"ZIEGFELD FOLLIES"

Sole Direction

HERMAN BERNIE

1619 Broadway

New York City

COMMERCIALS

WEEK OF MAY 21

This Department lists sponsored programs on both arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); (Saturday).

ACME LEAD
12:30-5:30 WABC
McConnel
"Henry"
A. C. SPARK PLUG
9-11 W-WEAF
"Cookies"
"Campbell's"
A. M. F.
8:30-9:30 W-WEAF
Harry Horlick
Frank Parker
"Parie & Peart"

ARMOUR
9:30-11 W-WEAF
Phil Baker
H. McNaughton
Mabel Alberto
Lorraine
H. Shadis Orie
N. W. Ayer
B. T. RABBITT
1:30-5:30 W-WEAF
Mary Small
M. W. Witges
"Peck"

A. S. BOYLE
(Floor Show)
10:30-11 W-WEAF
Larry Johnson
Irving Kaufman
"Blackett"

CONTINENTAL
OIL CO.
10:30-11 W-WEAF
Harry Richman
Jack Denny
John B. Kennedy
"Lester"

BARBAROL
10:30-11 W-WEAF
E. C. HILL
"Ervin Wasey"

BAUER & BLACK
(Blue Jay
Clyde)

4:15-5:15 W-WEAF

Wade Booth

Dorothy Day

Neasey L. B.

BAUER

9:30-11 W-WEAF

Frank Munn

Edmund O'Brien

Olman & Arden

Bert Hirsch

Hanschen Orie

"Blackett"

BIGDOL

8:30-9:30 W-WEAF

Everett Marshall

Billie Dove

Olman & Arden

Irving Kaufman

Victor Arden's

Orie

"Blackett"

BORDEN

10:30-5:30 W-WEAF

4:15 Min. in "H'lyw'd"

5:30-6:30 W-WEAF

Jane Ellison

Young & Rubicam

BRONSON

9:30-11 W-WEAF

(Sat. Hepatica)

Frederick

Portland Hoffa

Jack Smart

Lionel Standard

Billie Dove

Edmund O'Brien

Irvin Delmora

Minerva Plous

Robert Burns

Theodore Webb

Lennie Hayton

Benton & Bowles

"Benton"

E. B. BROOK CO.

10:30-11 W-WEAF

Doris Loraine

Cadets Quartet

Edgar & Arch

O'Callaghan

CAJUN

PACKING

9:30-11 W-WEAF

Nelson Edge

H. Dobie

Quartets

H. Dobie & Knobcker

Quartets

H. Dobie

Knobcker

Quartets

H. Dobie & Knobcker

Quartets

H. Dobie

Knobcker

Quartets

See Ross Federal!

and have an experienced personal representative protect your percentage engagements

Authentic reports of all entrants to the theatre rendered you, nightly.

A positive check on grosses in which you participate

Minimum cost for your protection

Are you on the air? Let

ROSS FEDERAL

make a phone check of your popularity during your broadcast

Assure your sponsor of your drawing power

Prove it by your public's acclaim

Prominent stars and leading concerns

secure radio reports through

ROSS FEDERAL SERVICE INC.

NATION WIDE
All Representatives Bonded

GENERAL OFFICE:
6 East 45th Street
NEW YORK

BRANCH OFFICES IN ALL PRINCIPAL CITIES

New Business

(Continued from page 35)
the store, renewed for three months. Placed locally. WSJS.

Ideal Drygoods Company, spot announcement daily for one month. Placed locally. WSJS.

Sears, Roebuck and Company, spot announcement daily for one month. Placed locally. WSJS.

Bowen Piano Company, spot announcement daily for one month. Placed locally. WSJS.

Quality Oil Company, spot announcement each night for one month. Placed locally. WSJS.

Spears Jewelry Store, time announcement at 9 p. m. Monday, Wednesday and Friday nights for one month. Placed locally. WSJS.

Pyrol, spot announcement each night for one month. Placed locally. WSJS.

Woonsocket, renewal for 10 weeks of bridge talks by M. R. Heckert on Monday nights from 7:30-8 p. m. Placed locally. WSJS.

OMAHA, NEBRASKA

Gardner Nursery Co., three five-minute transcriptions. Placed through Northwest Radio Advertising Co. KOIL.

Kimball Laundry Co., Sunday announcement, two hours. Through B. A. Allen Co. KOIL.

Omaha Navigation Co., excursion steamer, Valley Queen, announcements six per week, three months. KOIL.

Nunn Bush Shoe Store, announcement each Friday, 52 times. KOIL.

Branded Department Store, announcement three times daily through May. KOIL.

Hart Sanders Motor Co., announcement daily except Sunday until forbids. Began May 1. KOIL.

Kellogg Sales Co., announcements twice daily except Sunday, one month, beginning May 21. KOIL.

Jordan's Clothing Co. Council Bluffs, announcements twice daily except Saturday and Sunday, May 7 through June 1. Through Frank B. Sawdon & Co. KOIL.

Reo Barrish Motor Co., announcements five times per week, May 7 through 23. Through Maxon, Inc. KOIL.

Storz Brewing Co., began May 9, three announcements per week for 13 times. Through Buchanan-Thomas Agency. KOIL.

Higgins Cleaners & Dyers, five minute slot Sunday and Monday, one month. Through Bozell & Jacobs, Inc. KOIL.

Chicago Muffler Co. St. Paul & Peoria, five minute slot by Mac Ballef, on a pro week, indefinitely. WOOW.

Pastora Cigars, announcement daily for two weeks. Came through Paxton & Gallagher, distributors. WOOW.

Quaker Oats, five minutes, Sunday, reading of funny papers by Harry Daniels, announcer. Through Frank B. Sawdon, KOIL.

Sears Roebuck & Co., retail store, 15-minutes daily except Sunday, May 9 through 18. Roaming the store with Harry Beale, station announcer, and Marvin Wright, accordianist. WOOW.

Tums, one minute transcriptions, 13 times, beginning May 15 through Ruth Larson, Inc. WOOW.

Maison Royal Beauty Salon, five minutes twice per week, 13 times. WAAW.

Hersberg's Photo Studio, announcement daily for one week. WAAW.

Ted's Pen Shop, announcement daily for one week. WAAW.

B. Dodge Corp., realtors, 12 announcements. WAAW.

Gold Bond Products Co., Joan of Arc, the Champagne drink, announcement daily for one month. WAAW.

Moonlight Club, Carl Mangiameli, phone, announcement daily for one week. WAAW.

Little Bohemia, beer parlor, announcement daily except Sunday, one month. WAAW.

Omaha Rug Co., cleaners, announcement daily except Sunday, one month. WAAW.

Procter & Gamble Co., for Camay toilet soap, Monday, Wednesday and Thursday, 2-2:15 p. m. WLW.

CHARLOTTE, N. C.

Ans'le Shop, Charlotte, N. C. series of one-minute announcements beginning May 17th. Placed locally. WBT.

Armand Co., New York City and Chicago, 13 15-minute transcriptions, beginning May 17th at 9:30 a. m. Placed by Radio Sales, Inc. N. Y. C. WBT.

Better Homes and Gardens, Des Moines, Iowa, 100-word evening announcements, beginning May 11th. Placed by Radio Sales, Inc. WBT.

L. Clegg & Co., Atlanta, Ga. 33 15-minute live talent day program, Monday through Fridays at 11:30 p. m. beginning May 21. Placed directly. WBT.

Know Co., Kansas City, continuation contract for 26 15-minute

Renewals

Philip Morris, 13 weeks, starting June 5, of the Tuesday night half hour over 24 stations on NBC's red (WEAF) loop. Cast, Leo Reisman band and Phil Duey, stays intact.

Crazy Water Co., 13 weeks, effective June 6, Wednesday and Friday noons, with Gene Arnold and the Commodores quartet. Involves 19 outlets on NBC's red link.

Palmer House to Red Link for WLW Wire

Chicago, May 21. Palmer House program will switch from the NBC blue to the red netwo. on June 5 for the remaining five weeks of its original 13-week run, which was contracted on options of four weeks, four weeks-five weeks.

Move is primarily made to take in WLW, in Cincy. This follows the discussion among the Palmer House board of directors of the possibility of taking the WLW-WGN-WOR 'quality group' for those five weeks remaining.

WMCA Joins Press-Radio Combo; Dropping Daniels

WMCA, New York, has joined the Press-Radio service and will henceforth provide its 'Five Star Final' nightly program with official material. W. F. Fitzgerald for WMCA and Otis Peabody Swift for that news bureau closed the deal that ends WMCA's outlaw news broadcasting.

For a time WMCA subscribed to the so-called Continental News Service operated by Harry Daniels. Understood this cost the station \$60 weekly. For the Press-Radio service \$50 monthly membership plus wire charges will be assessed.

'Five Star Final' will dramatize news events at least 24 hours old.

Crumit, Sanderson for Schlitz Beer Likely

Schlitz stanza on CBS moves its point of organization from Chicago to New York with the June 1 broadcast.

Frank Crumit, Julie Sanderson and a frank under Victor Young's direction are likely to be included in the revised frame.

Quin Ryan's Record

Chicago, May 21. 'Headlines of Yesterday' on WGN last week clicked off its second consecutive year. Believed to mark radio run record for a single seven-days-weekly show.

Client is Atlas Beer, with Quin Ryan headlining.

Armour Keeps Shields

Chicago, May 21. Roy Shields will remain on the Armour programme as orchestra director.

This follows original idea of Lord & Thomas agency and the sponsor to switch to a 'name' orchestra. Audited about a half dozen, but couldn't be satisfied.

transcription programs Friday evening, beginning May 11th. Placed by Radio Sales, Inc. N. Y. C. WBT.

Dodge Motor Co., Detroit, six transcription evening announcements daily except Sunday, beginning May 7. Placed by Radio Sales, Inc. WBT.

Mayo's Clothes (Crane & Crane), Charlotte branch, 150 100-word daytime announcements, two each Sunday, Wednesday and Friday, beginning June 1. Placed locally. WBT.

transcription programs Friday evening, beginning May 11th. Placed by Radio Sales, Inc. N. Y. C. WBT.

Gold Bond Products Co., Joan of Arc, the Champagne drink, announcement daily for one month. WAAW.

Moonlight Club, Carl Mangiameli, phone, announcement daily for one week. WAAW.

Little Bohemia, beer parlor, announcement daily except Sunday, one month. WAAW.

Omaha Rug Co., cleaners, announcement daily except Sunday, one month. WAAW.

Procter & Gamble Co., for Camay toilet soap, Monday, Wednesday and Thursday, 2-2:15 p. m. WLW.

CHARLOTTE, N. C.

Ans'le Shop, Charlotte, N. C. series of one-minute announcements beginning May 17th. Placed locally. WBT.

Armand Co., New York City and Chicago, 13 15-minute transcriptions, beginning May 17th at 9:30 a. m. Placed by Radio Sales, Inc. N. Y. C. WBT.

Better Homes and Gardens, Des Moines, Iowa, 100-word evening announcements, beginning May 11th. Placed by Radio Sales, Inc. WBT.

L. Clegg & Co., Atlanta, Ga. 33 15-minute live talent day program, Monday through Fridays at 11:30 p. m. beginning May 21. Placed directly. WBT.

Know Co., Kansas City, continuation contract for 26 15-minute

Air Line News

By Nellie Revell

Two years ago little Jack Little requested his release from NBC, Columbia signed him and set him on the air with six spots weekly. In addition, last year CBS helped him form a band, booked him on the road and later into the Hotel Lexington where he was given choice air times. The CBS Artists Bureau set him on the Hostess Cake commercial. Now, Little Jack Little is leaving CBS to join the American Music Cor

Walter Tetley to London.

Walter Tetley has three weeks booked in and around London, commencing with the Palladium on July 17. On August 1 he is due to sing at the Caledonian's huge rally in Edinburgh where he will meet Harry Lauder and attempt to get an okay to use some of Lauder's tunes that are now restricted. Incidentally he had to get an actor's working permit to enter England.

Shows

Frays and Braggiotti are in the midst of their first commercial after almost three years of sustaining. Elizabeth Arden is the sponsor... Harriet Lee now at WTIC in Hartford. She was Radio Queen of few years back... Jack Arthur now filling both Manhattan Soap spots. He and William Kennedy formerly split the time... The Joe Cook renewal is for 12 weeks, commencing June 9... Ken Wilson, brother of Bob Wilson, CBS p. a., has joined the CBS sales dept... Daffy Paskman, who at one time owned and operated WGBS, and trouped the Paskman Minstrels, is back trying to make a connection at NBC... James Saphier now handling Gene Meyers Gleb Club of 12 men and four girls... Leo Reisman still has his chauffeur accompany him wherever he goes since the accident... Paul Keast at the Roxy early in July... Paul Ravel, baritone, joined the singing staff at WNEW... Howard Wiley, who left NBC two months ago to join WNEW production dept., has returned to NBC... Elliott Stuckel of CBS publicity is on way back from Seattle... Don Bestor's will pinch hit a few spots for Wayne King when King goes on vacation... May Breen is looking for fresh fields to conquer in croquet. Will meet any radio artist at catchweights on her front lawn... Harold Levy is filling the Irving Talbot niche as staff musical conductor at NBC since Talbot is in Hollywood for Par... Jessie Deppen Ball has resigned from NBC program dept to enter an agency... Paul's actors do the shuffling of feet and other courtroom noises on the CBS 'Court of Human Relations' show... Brad Barker does impersonations of dogs and other animals on the Dixie Circus... Paul Wing who has authored various scripts for NBC has joined their production dept.

Scrambled Notes

Catherine Dale Owen and Roland Drew auditioned at NBC.... Spark Plug is shopping for more time... Arthur Shinshimer, head of Peck Agency radio dept., prepared for that job with 15 years of service as general manager for Corse Payton of stock company fame... Joe Penner off on July 1 for a 13-week lapse. Show returns in fall. Penner has five more weeks of vaudeville to do and then to Coast for pix... Crosby is delaying that trip East in anticipation of another addition to the family... Jerry Gorham's new CBS show will have a 51 station hook-up twice weekly... Alice Breeze, blues singer from Mobile, Ala., is now sustaining at WNEW... Bill Becher is staging the new 'Certo Matinee' show. This in addition to the 'Maxwell Showboat' and 'Palimolve' shows. B&B has given him three staff writers to help prepare 'copy'... John Martin, formerly with WINS and later with Lesan and Estes agencies, is now with the NBC sales dept... Walter Jordon of McKnight & Jordon in Bermuda. Returning on June 1... Ballef is taking Mort Lewis along to write for the coming 'Chauve Souris'. This show is supposed to bring Morris Gest out of retirement... Moe Gale moves into new offices at Radio City on Thursday... NBC auditioned new show written by Art Daly of production dept titled 'Dream Lovers' with Pier LeCentra and Owen Davis Jr. John Carlile, chief announcer and production head at CBS, is moving his office to 22d floor, using little room back of hostess' desk... Paul Whiteman opening at the Baltimore has been set back to June 2... Pauline Glider has returned to NBC music program dept... Tito Gulyar opens at Loew's in Baltimore on June 1 and then to Hollywood for films... Harry Von Zell and Andre Baruch look like another Stooges and Bud combination... Several troupers who were favorites in the old days are emoting on the Jimmy Kemper show over CBS... Valere Bergere appeared last week... Lennie Hayton has opened offices.

Stand By

B. B. D. & O. auditioned a new show for Schlitz Beer. Show consisted of Everett Marshall, Vic Young and orchestra, and Frank Crumit. First time Crumit auditioned without Julia... Seeger Ellis goes to Coast this week in attempt to crash films... Bea Pollack has two new spots over NBC making a total of 10 weekly broadcasts over NBC, WMCA and WNEW... Vic Bradley, who is the 'Dream Sweetheart' over WMCA, is the new NBC sales dept. rep. to NBC music program dept... Tito Gulyar opens at Loew's in Baltimore on June 1 and then to Hollywood for films... Harry Von Zell and Andre Baruch look like another Stooges and Bud combination... Several troupers who were favorites in the old days are emoting on the Jimmy Kemper show over CBS... Valere Bergere appeared last week... Lennie Hayton has opened offices.

Gossip

Commencing Monday, June 4, WOR will present a new sustaining titled 'The O'Neills' by Jane West. Show will be on five times weekly at 7:15 and is an Irish 'Rise of the Goldbergs'... NBC is looking for a sponsor for script called 'Musical News' written by Norman Zemor with original tunes by Will Irwin. Show is a take off on 'March of Time'. Ed Schilder, the musical director... WMCA is installing a new dictaphone interior telephone system with the master control in President Storer's office... Jeannie Lang is set for a CBS laxative program when she finishes with her present cosmetic show... Sid Livingston, New York police reporter, is readying a series of police yarns for WNEW and intends using members of the Police Dept as guest stars... Johnny Marvin is back on the air after a six-week vacation in the old home town of Butler, Okla... Helen Jenson signed by Paul Whiteman... George A. Schmidt joined WOR sales dept... Bourjous account switched from Redfield-Coupe to Lord & Thomas... Bernard Douglas moved with the account... First Junis show from Chicago comes on May 26... Carroll Carroll, brother of Gene, of Gene and Glenn, is writing gags for Walter O'Keefe... Bob Howell of J. Walter Thompson Agency is vacationing in Puerto Rico and due back May 28... Herman Maxwell from mail division to sales dept of WOR where he will have charge of reports and records. Replaced by Lewis Sheridan coming from Eve Journal radio dept... Maurice Gralmer, assistant to Max Weiner, chief engineer at WNEW, goes to WISN in Milwaukee to become chief engineer... Henceforth the Valley show will broadcast minus the glass curtain... Herb Tolese to Montreal to confer with Whiteman over next Kraft show.

Par's \$100,000 Fund to Help Famous End Payoff Evil in Roundabout Way

Declaring that Paramount has set aside \$100,000 as a fund to aid him in his drive to kill off the price of paying orchestra leaders for special arrangements, Lou Diamond, head of Famous Music Corp., last week went on a spending spurge unlike anything the publishing trade has seen since the Music Publishers Protection Association was formed to suppress the payoff evil. Diamond's staff last week was offering to double, at least, the price that band leaders have customarily been collecting for arrangements from other publishers.

Diamond is of the opinion that the only way the payoff practice can be abolished is by carrying the thing to the limit. With the competition for plug, tense, and the publishers' spending extravagantly, the trade, contends Diamond, will then come to its senses and do something drastic about eliminating the evil altogether.

Diamond's understanding with Paramount is that all arrangement payments be made with checks, and that these contain the name of the leaders receiving them. In no event are the drafts to be made out to staff arrangers with the bands, even if the leaders request it.

Several of the major publishers claim they do not propose to enter into competition with Diamond for plugs, and that they have advised their professional contact men to pay what they have been paying and no more. These publishers declare they are determined to abide by this policy even if it means forcing them out of business.

5,000 CHAMP H.S. BANDS TO FLOOD DES MOINES

Des Moines, Iowa, May 21. This town to be music alley May 31, June 1 and 2, when between 4,000 and 5,000 champion high school bands will gather here for the national school band contest.

Local radio stations, KSO, WOC, WHO, will have one headache, what to keep off the air, rather than any dearth in talent. Musicians to appear are the cream of various states in the Union.

Syracuse Musicians Ban University's Symph. Orch

Syracuse, May 21. Long standing friction between Syracuse Musicians Protective Association and Syracuse University music leaders climaxed in a union order forbidding union musicians from playing hereafter in the University Symphony orchestra.

Bitterness was heightened by the university's charge that union interference nearly disrupted a student concert in Crouse College last week.

HIRE ORVILLE KNAPP

Los Angeles, May 21. Orville Knapp's orchestra has been booked into the Grand Hotel, Santa Monica, starting Saturday (26).

Half hour will be remote over the Don Lee Coast CBS network.

MESS JACKETS FOR ORCHESTRAS

STRIKING COLORS
•
WASHABLE FABRICS
INEXPENSIVE

Write for Samples
ARTHUR M. BERGER
251 WEST 19TH STREET
NEW YORK CITY

Rose, ASCAP Settle

Billy Rose has straightened out his differences with the American Society of Composers, Authors and Publishers over the license fee imposed by the latter's rate committee on the Casino de Paree.

Ascap asked for \$4,800 a year, but settled with the Casino for \$2,400.

WALLY DOWNEY PUBS' S.A. FIXER

Wally Downey, who was recording manager in South America for Columbia Phonograph Co. before returning to this country recently, is going back to San Paula, Brazil's principal industrial town, to take over the Argentine-Brazilian representation of several amusements interests. These will include acting for the major American music publishers, as the U. S. tin pan allies have had very unsatisfactory representation in those countries.

Downey will cover San Paula and Rio de Janeiro, in active charge of Brazil, and designate a Buenos Aires representative to act for him in the Argentine country.

He is taking a sound truck with him also, and will represent the new Hearst newspaper south, as well as engage in other forms of recording for commercial broadcast programs, etc.

GORDON, REVEL UP FOR PAR EXTENSION

Negotiations are on for an extension of Paramount's contract with Mack Gordon and Harry Revel, although the current agreement does not expire until November 1. Composers are represented by Bobby Crawford, who was forced to defer his trip to the coast with them because of an accident. While visiting a friend's house Sunday (20) Crawford tripped over a piece of furniture, a fractured toe resulting. Gordon and Revel leave for Hollywood by plane today (Tuesday).

MCA Sets Coast Bands For Gen. Motor Shows

Los Angeles, May 21. Music Corporation of America has set bands to play the Coast General Motors shows, running simultaneously in 60 cities starting June 2, and continuing eight days each.

Coast spottings are: Los Angeles, Jay Whidden, with Ted Flores, and Gus Arnhem in reserve; San Francisco, Kay Kayser and Jess Stafford, four days each; Oakland, Dell Courtney; Portland, Archie Loveland; Seattle, Vic Meyers; Spokane, Phil Sheridan; Salt Lake City, Bill Taggart.

Mills Sails

E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, sailed Saturday (19) to attend a convention in Warsaw, Poland, of all the performing rights organizations in the world.

Mills will be gone four or five weeks.

GYV VICE ENRIC

With Guy Lombardo coming into the Waldorf-Astoria, N.Y., next month, Enric Madriguera shifts to Vivian Johnson's Monmouth Beach (N.J.) summer resort.

Don Bestor moves up to the Pennsylvania roof June 4.

Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

	WEAF	WJZ	WABC
Nite on Desert.....	27	26	26
My Shawl.....	26	25	25
Beat o' My Heart.....	25	24	24
Had My Moments.....	22	22	22
Love Thy Neighbor.....	22	21	21
Cocktails for Two.....	21	21	21
Play to Me Gypsy.....	20	20	20
Reminds Me of You.....	19	19	19
True.....	19	19	19
Riptide.....	18	18	18
Little Man, Busy Day.....	17	17	17
May 1.....	17	17	17
Fill Stream Along.....	16	16	16
Little Dutch Mill.....	16	16	16
1,000 Good Nites.....	15	15	15
Love Go Wrong.....	15	15	15
Easy Come, Easy Go.....	15	15	15
Goodnite Lovely Lady.....	15	15	15
House Is Haunted.....	15	15	15
Because It's Love.....	14	14	14
Hold My Hand.....	14	14	14
I Ain't Lazy.....	14	14	14
Your Love.....	13	13	13
Moon Country.....	12	12	12
Love Me.....	12	12	12
Once Blue Moon.....	12	12	12

Mayer Wins in Supreme Ct; Demands MDS Members Live Up to Settlement

Schnoz's Folio

Hollywood, May 21. Jack Robbins will publish a folio of Jimmy Durante songs.

Will contain about 40 tunes written or sung by Durante.

Smaller Trailer Firms May Have MPPA Licensing

Music Publishers Protective Association is trying to devise a scale of license fees to apply to the smaller movie trailer producing firms. About the only trailer firm from whom it is now collecting a fee is the National Screen Service, which services around 8,000 theaters.

Method that the MPPA may adopt for the minor trailer producer is a license permitting for a flat fee, the synchronization use of so many compositions over a period of six months. If the number of compositions is limited to 10, the trailer maker would be at liberty to make it in three marches, three romantic melodies and four hot tunes. In any event, he would have to check the numbers selected for clearance with the MPPA.

With a reasonably scaled license system in effect, MPPA figures that the smaller trailer manufacturers will be induced to give up the practice of dubbing their music from soundtracks bought from some laboratory. MPPA estimates its annual income from this trailer source could be at least \$25,000.

WIDE OPEN JERSEY BREAK FOR BANDS

Name bands are in for a break at the Jersey shore resorts this summer, since word has gone out that gambling looks o.k. in that state.

The casinos, a la the Saratoga spa and the Floridian spots, can only afford the huge entertainment overheads if roulette and the like can operate.

Duchin, Rogers in Chi

Chicago, May 21. Eddie Duchin orchestra opens for the summer at the Dells May 29.

Buddy Rogers band comes into the College Inn on June 7 for the Fair season. Present incumbent, Frankie Masters orchestra, will likely move to a spot on the exposition grounds.

Lombardo Turnaways Worst Show Towns' Answer to New York

Birmingham, May 21. Guy Lombardo and band now know a thing or two about Memphis and Birmingham, two worse show towns in America, according to New York.

Band played Memphis Friday night (18) and Birmingham Saturday night (19) and it took police and ropes to handle the crowds. In Memphis police were called upon to disperse the crowd unable to gain admission because the house was sold out. Same held true here.

Lombardo's band was the first really big name to hit Birmingham in years, and at a guarantee of \$2,500 for the one night at Auditorium, ballroom and Temple theatre.

Cummins at Chi Trianon

Chicago, May 21. Bernie Cummins returns to the Andrew Karzas southside Trianon ballroom to hold the fort while Jan Garber hikes his band out to Catalina Island for the summer. Switch date is June 1.

Jan Garber has bought three sets of uniforms for his boys, but it looks like they'll go in the alley since P. K. Wright is understood to have set his mind on Spanish costumes for the band.

802 Closes Membership to Traveling Bands; 6 Months Consecutive Limit

New York musicians' union has closed its membership rolls to traveling bands. From now on the men in an out-of-town band playing a Metropolitan engagement for six consecutive months will no longer become eligible to induction in Local 802. Governing board of the New York branch decided on this policy last week, following its settlement of a controversy over the eligibility to membership of the Casa Loma band.

Casa Loma had been advised by the International union that it would have to continue to contribute to the standby money for its Camel programs, and also remain subject to the regulation regarding the collection of 30% above local scale while playing a New York engagement.

Casa Loma musicians contested this ruling by the American Federation of Musicians board, claiming that their acceptance into Local 802 several weeks ago entitled them to all the rights and benefits of members of that union. Governing board of 802 took up the issue and held that the Casa Loma personnel was a bona fide part of local's membership but that it no longer was subject to the standby and 30% regulations while playing New York.

Likely to be affected in the near future by the governing board's attitude toward admissibility of out-of-towners is the Phil Harris combo. Latter's stay in New York is nearing the sixth month.

Under the previous arrangement the local would notify a band that its six months' permit to play in New York was about to expire, and the men in the unit wished to become members of 802 they'd have to pay the \$50 admissions fee. If the new policy is enforced no outside band will be permitted to stay in New York consecutively for more than six months.

With New York Supreme Court decision vindicating him in every respect of the conspiracy charges brought by the Music Dealers Service, Inc., Max Mayer has proceeded, through counsel Irvin A. Edelman, to take such legal action that will force the dissolution of the MDS and force the nine publishers who settled with him to live up to all the other terms in the settlement agreement. After two days' trial on the conspiracy allegations, Justice Wasservogel last Friday (18) rendered judgment for Mayer and ordered the complaint dismissed on the merits.

In a memorandum he delivered from the bench, Justice Wasservogel held that nothing contained in the agreements of settlement violated the common law or any statute to which his attention had been called. But aside from this, he said, "it seems to me that the plaintiff barred from attacking the validity of the settlement agreements because of its stipulation made upon the trial of the Federal Court action, with the full knowledge of the provisions of the settlement agreements." Justice Wasservogel added that MDS had not shown itself entitled to either equitable relief or damages, and that no litigation costs would be allowed to either of the contending parties.

In addition to establishing the legality of the settlement agreements made by Mayer, Justice Wasservogel's decision served to clear Edelman and David L. Podel, Mayer's trial counsel, of the cross charges lodged against them in the injunction complaint. Allegation made by MDS was that these two lawyers had tormented the nine publishers into rushing for cover via separate settlement agreements while the trial of Mayer's \$1,250,000 monopoly suit was on in the Federal Court in March. When counsel for the MDS rested its case, however, it averred that it would not ask the bench to find whether coercion figured in bringing about the settlement agreements.

Provided for in these agreements was the dissolution of the MDS. Mayer's attorney declared Saturday (19) he was preparing to serve notice upon the nine publishers that he would give them until the end of this month to go through with their agreement to vote for the washing up of the central distributing channel. If they failed to take this action within the stipulated time, he said, the next move would be to bring them before a court on a motion for specific performance of contract.

Operating committee of the MDS is slated to meet this week to decide whether it wants to appeal from Justice Wasservogel's verdict. As an organization, MDS at the present time is in a state of suspension, with Maurice Richmond making use of its facilities as an individual jobber.

During the hearing of the action before Justice Wasservogel, in which MDS sought to restrain Mayer from carrying out the settlement agreement and also make him pay \$100,000 in damages, its counsel sat on the stand to tell about the settlement negotiations. Saul Bornstein, v.p. of Irving Berlin, Inc.; E. F. Blitner, of Leo Feist, Inc.; Ben Bornstein, of Ager, Yellen & Bornstein, and Alfred Beckman, counsel for Shapiro, Bernstein & Co. Other firms which settled in midtrial with Mayer, and thereby put an end to the MDS, were Harms, Inc., T. B. Harms, Inc., Famous Music Corp., Rennick, Witmark, Mills Music, Inc. and Santi Bros.

Songs as they should be sung, that's what you will hear when the "Men-About-Town" are on the air, broadcasting on the Manhattan Merry-Go-Round program via NBC. Want or ? Hear them sing:

"I'VE HAD 'MY' MOMENTS" - "ALL I DO IS DREAM OF YOU"

"A THING IS GOOD NIGHTS" - "TIPTIDE"

"HOT DOGS AND SASPARELLA" - "SLEEPY HEAD"

ROBINS MUSIC CORPORATION 799 SEVENTH AVENUE NEW YORK

Writers, Film-Controlled Publishers Attack ASCAP Membership Pact

New membership agreement which the directorate of the American Society of Composers, Authors and Publishers has been drafting for the past two months is now under fire from two sources. Attacking from one angle are the writers, who demand a heavier share of the ASCAP royalty splitup and a provision in the by-laws protecting them on royalty debts due from delinquent publishers while another dissenting faction consists of several publishing firms controlled by film producers.

ASCAP board of directors meets today (Tuesday) for another go over on the agreement which the members will be asked to signature for a term of 10 years, effective Jan. 1, 1936.

Publishing outfitts hooked up with picture producers declare that they are entitled to special consideration from the Society for two reasons. One is that their connection with screen musicals has placed them in the position of creating a major share of the pop music performed. Other argument is the picture companies which control them are themselves, through theatre operating affiliations, important users of music, and that the only advantage for these publishing firms to be in the Society is that they will be there to collect what their parent corporation puts in.

The fact that they put on the market a substantial share of the new pop music, and also that their parent corporations are heavy contributors to the ASCAP, should receive extra recognition by way of assured special class rating in the Society, contend these publs. This protestation, they insist, should be written into the by-laws.

These producer-controlled firms aver that they would as lief not extend their contracts with the Society at the end of 1935, and thereby have complete control over their copyright as far as radio is concerned. They believe that it would be healthier for the sheet phase of their business if they had their own say as to how and where the works should be performed. Also claim that, when it came to getting plugs for their pictures on the air, it would be cheaper in the end for the parent corporation to buy time from the networks at the prevailing rates.

ASCAP Sues

South Bend, May 21.

The Franklin Restaurant, Inc., and Victor Kuzmic, proprietor, were made defendants in a suit filed by Gene Buck, president of the American Society of Composers, Authors and Publishers, and two song publishing firms, Shapiro, Bernstein & Co., Inc., and M. Witmark & Sons.

Complainant alleges that 'Wagon Wheels' and 'Sweethearts Forever' were played by an orchestra at the Franklin Inn as a public performance for profit. Plaintiff seek \$250 damages on each song.

Peony Park's Outlay

Omaha, May 21.

Joe and Jerry Malec have appropriated \$15,000 for improving their swim, dance and picnic resort, Peony Park.

Brothers will spend most of the fifteen grand in building an outdoor orchestra shell capable of housing a small symphony along with dance floor of 10,000 square feet, with a portable canopy for both. Opening Decoration Day.

Popular symphony idea will be given a try in attempt to attract non-dancers and non-swimmers to picinic spot.

BAR QUAFFING IN N. Y. TO HELP COCKTAILING

Hotels look in New York and other keys to a renewed interest in cocktailting through the legalization of vertical quaffing.

So far as the ex-speaks and intemate nitwits were concerned, the sit-down drinking was a gag. Most of 'em in and around Broadway served straight across the hardwood, while others with deeper regard for regulations set up prop tables at the bar at which the couples sat but were served by the barkeep as if they had been leaning against it.

Thirteen years of prohibition has long since forced conclusion that the lean-against-the-bar thing had become too strong a habit, especially with the femmes, to ever become taboo. There's something about the informality of a bar that gets the gals and they're expected to pay for it anew under legal auspices, effective yesterday (Monday) when the new N. Y. state law went into effect.

Mills Act for Radio Return of Listerine

Mills Blue Rhym band and a mixed choir of 10 voices auditioned Monday (yesterday) for Listerine. Account is slated to return to NBC.

Barnstorming Unit, Band

Combo dance band and colored tab figures on three months of summer one-nighters through the south and southwest, starting June 1, when they open in Wilmington. Charles Green (Consolidated Radio Artists) is taking out Connie's Hot Chocolate, which has played the presentation houses, for an hour's entertainment on ballroom floors. ElRoy Smith's dance band will supply the dissipation.

Felix Ferdinando's orchestra booked for the opening of Bayside, Malletts Bay, Vt., largest ballroom in the state.

Halting the Jitters

Chicago, May 21. Frankie Masters, band-leader at the College Inn, has passed a ruling that he'll talk business to song pluggers on Tuesdays only.

Claims that publishers running in and out at odd times make him and the hotel officials nervous.

DORAN'S CASINO WILL SOLO IN WESTCHESTER

Ed. Doran looks to have the Westchester (N.Y.) roadhouse to himself this summer, with the Hollywood Gardens and Hunter Island Inn, both formerly on city property, razed and reclaimed by the N.Y.C. park dept. Pelham Gardens and Pelham Health Inn are also not in the running this summer, being boarded tight.

Doran is reopening his Glen Island (N.Y.) Casino, off the Boston Post road, with Glen Gray's Casa Loma orchestra back for a second season. Doran had the Casa Lomaites at the Colonades in Essex House, N. Y., during the past winter.

Glen Island Casino, the drive-and-yacht roadhouse, unique through having three floating docks for yachting parties, and a private yacht to take the dancers for rides between terp sessions.

Folies' Troupe at Chi's Rainbow Garden

Chicago, May 21.

'Follies' Bergeres' has been set by the Music Corporation to open at Jack Huff's Rainbow Garden on the northside of Chicago by June 3. MCA, which has some \$15,000 tied up in the French revue already, has cabled the troupe to hit the high seas and the show is scheduled to sail on Wednesday (23).

Huff will rename the Rainbow Garden, possibly the Bergeres. Besides supplying the show, MCA will book in two bands, one to furnish revue tunes and the other for the regular hoofing. Troupe was at first due for the Pabst Casino.

Jack Huff is giving up the suburban Lincoln Tavern and will take the northshore territory to the Dells, across the street.

'Valley Queen' Sinks

Council Bluffs, Ia., May 21.

More than 100 persons and crew of the 'Valley Queen', Missouri river excursion steamer, were rescued in the dark of night when the pleasure craft rammed a sandbar and split its hull. Music kept blaring as passengers were taken to shore in lifeboats of the craft, which sank in 15 feet of water.

R. E. Ward, of Omaha, conditioned the craft last year at a cost of \$50,000 for river excursions, dances and pleasure cruises.

Isham Jones leaves the Commodore, New York, to settle down at the Ritz, Atlantic City. He opens here June 23 and stays until Labor Day.

Music Notes

Little Jack Little shifts to the Ambassador, Atlantic City, following a tour of one-nighters, and A. Kavell replaces him May 28 on the Lexington, New York, roof.

Abe Lyman is set for the Colony Surf Club, Asbury Park, N. J., starting next Wednesday (30).

Vincent Lopez swings to the Cocoanut Grove, Ambassador, Los Angeles, July 28, from the St. Regis, New York.

Jack ille has taken over for American publication 'We Like a Gay Song' from Peter Maurice, and 'Kiss Me Goodbye' from Kari Brull, of Paris. 'Goodbye's' melody was composed by H. May, French songwriter, while Mitchell Parish wrote the English lyrics.

Jonie Taps, head of Shapiro, Bernstein's radio department, starts on a swing of the publishing firm's offices May 27. His itinerary calls for a 10-day stay in Chicago.

Eddie Davis will make it his 12th consecutive summer at Canoe Place Inn, Southampton, L. I.

Eric Madriguera leaves the Waldorf-Astoria for Vivian Johnson's, Deal Beach, N. J., next month.

Bankoff and Cannon are in the Village Barn, New York, floor show.

Mills Music, Inc., has the publishing rights to 'Dreaming a Threadbare Dream', which is included in the score of Universal's 'Embarrassing Moments'. Edward Ward and George Wagener are co-authors of the tune.

Duke Wells' orchestra playing at the Crooked Lake hotel, outside of Troy, N. Y.

John Steele, Harry Stevens and Johnny Johnson's orch. continue with a new floor show at the New Kemmore hotel, Albany.

Morie Hoffman's orch is the new band at the Hotel Trojan in Troy, N. Y.

Maurice Davenport orchestra and Ross Underhill and band have been booked by Coolidge Pavilion, Ludlow, Vt., for the summer.

Hugo Reisenfeld is writing musical score for Sol Lesser's 'Peck's Bad Boy.'

Jerome Kern is writing an additional song for Fox's 'Music in the Air,' with Oscar Hammerstein, 2d, doing lyrics.

Dick Mansfield has replaced Ernie Holst at the Avenue restaurant, 5th avenue and 44th street.

Frederick Brothers have placed Jimmie Joy at Coney Island, Cincinnati; Jack Crawford, current at Highlands, St. Louis, and shortly opening the Roof Garden of Hotel Day.

Claridge, Memphis; Carlton Coon, Jr., with the Owen Sisters trio, currently playing college dates and ballrooms in Ohio and West Virginia, prior to their summer engagements at Forest Park Highlands, St. Louis, and the Steel Pier, Atlantic City.

Percy Wenrich has hooked up his 'Come On Down to the Fair' with the exploitation division of the Chicago exposition. Mills Music, Inc., is publishing.

Select Music Publications, Inc., has sold the British rights of 'Ridin' Around in the Rain' to Campbell-Connelly.

Roger Wolfe Kahn's opening at the Claremont Inn, upper Manhattan, put off a week to May 24. Placed thru Taps.

Ben Pollack starts May 29 doubling for the Casino de Paris to the New Yorker.

Reggie Childs uncovers an augmented unit in the Roosevelt's Summer Gardens tomorrow night (Wednesday).

Joe Hoffman, who took the Cab Calloway unit on its recent European jaunt, is now handling the band booking dates for the Irving Mills office.

Ben Cutler has been set by Mayer Davis into the Lido Country Club, Long Beach, L. I.

Leon Miles, Coast baton-waver, in New York rehearsing a new band for Eastern dates.

Fletcher Henderson stops into the Cotton Club, New York, June 16, replacing Jimmy Lunceford, who goes on tour.

Court Nixes Bernie's \$125 Garnishee Against McGee

Garnishment for \$125 which Ben Bernie had obtained against Erwin McGee, musician currently employed in Lum's restaurant, was vacated last week by Justice Garsten of the Municipal Court. Bernie brought suit in the name of his lawyer, Joel S. Tepper, but Justice Garsten held that the go-between idea was out, and that if the band leader wanted to collect he would have to litigate under his own identity.

Money tangles date back to time McGee was in the Bernie organization. Selmer-Conn made Bernie co-defendant in a suit to collect \$125 in claims as the balance due on some instruments McGee had bought. The leader, it was alleged, endorsed McGee's credit.

McGee's lawyer, David Goodstein, charged before Justice Garsten that Bernie had settled the \$125 judgment that Selmer-Conn eventually got for \$50, and that the leader was trying to compel McGee to make restitution to him on the basis of \$125.

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